

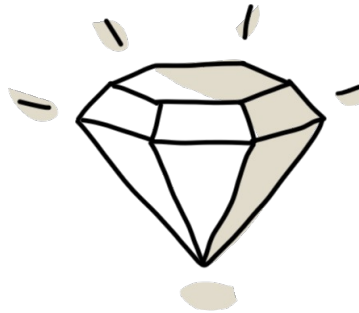
MAXIMIZING VALUE FROM DATA TECHNOLOGY

JAN MESKENS

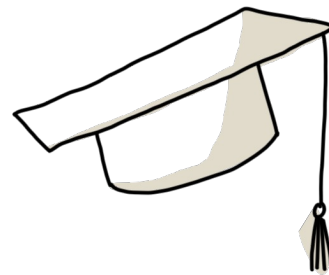




Jan Meskens



Data and AI Strategy
Consultant



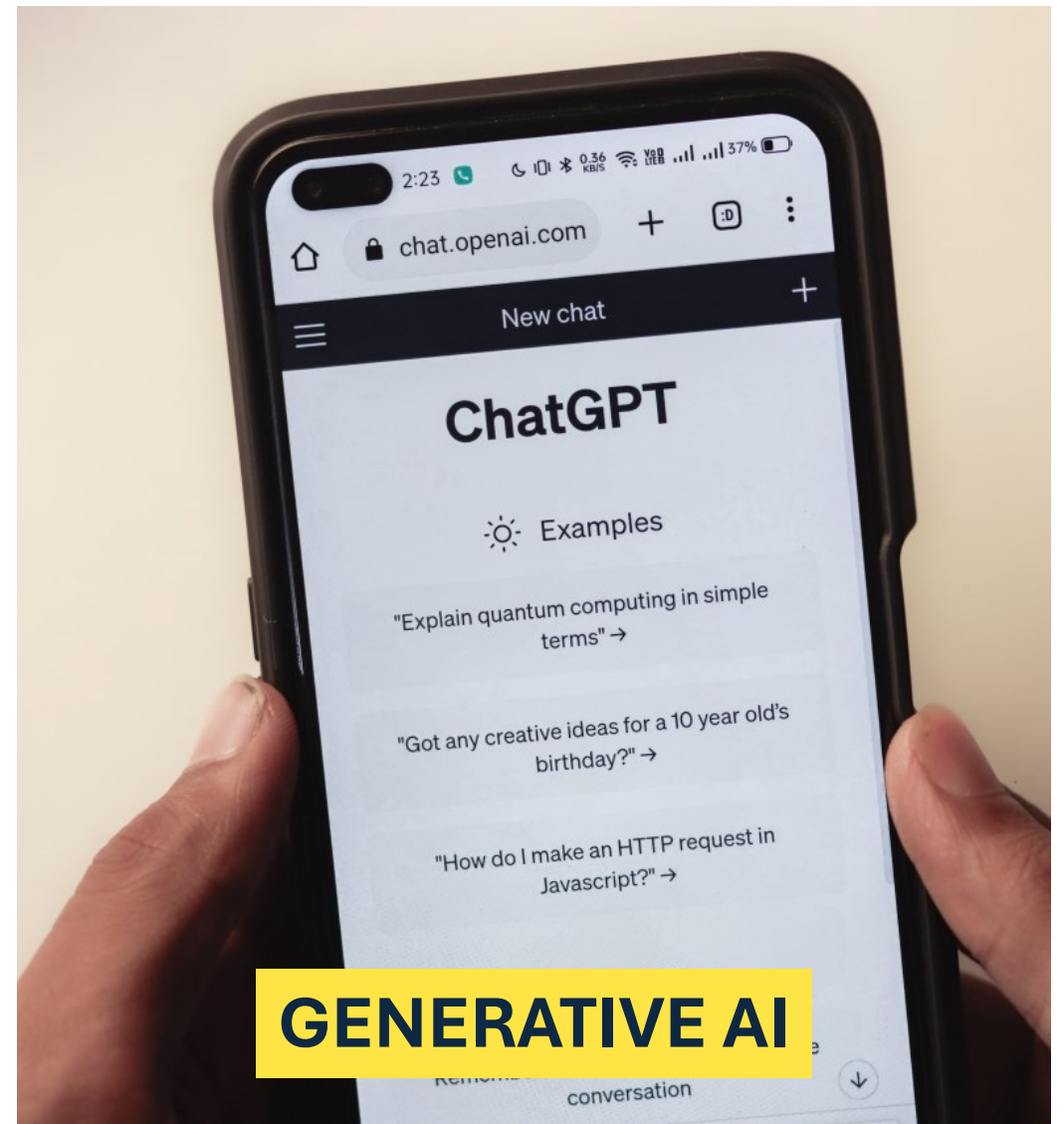
Trainer, Coach and
Keynote Speaker in Data
Strategy and AI

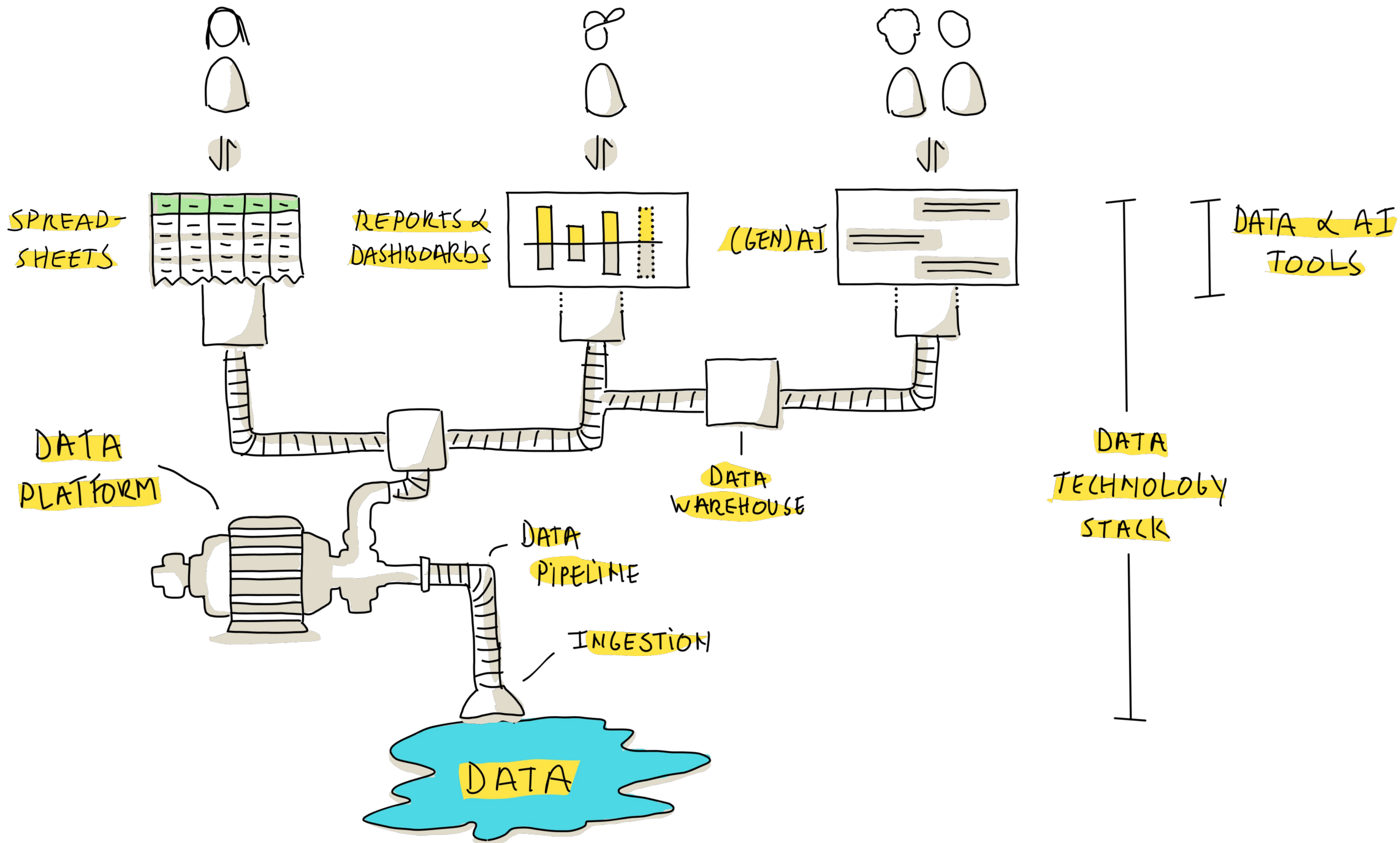


Founder and Manager
of Sievax

MAXIMIZING VALUE FROM DATA TECHNOLOGY





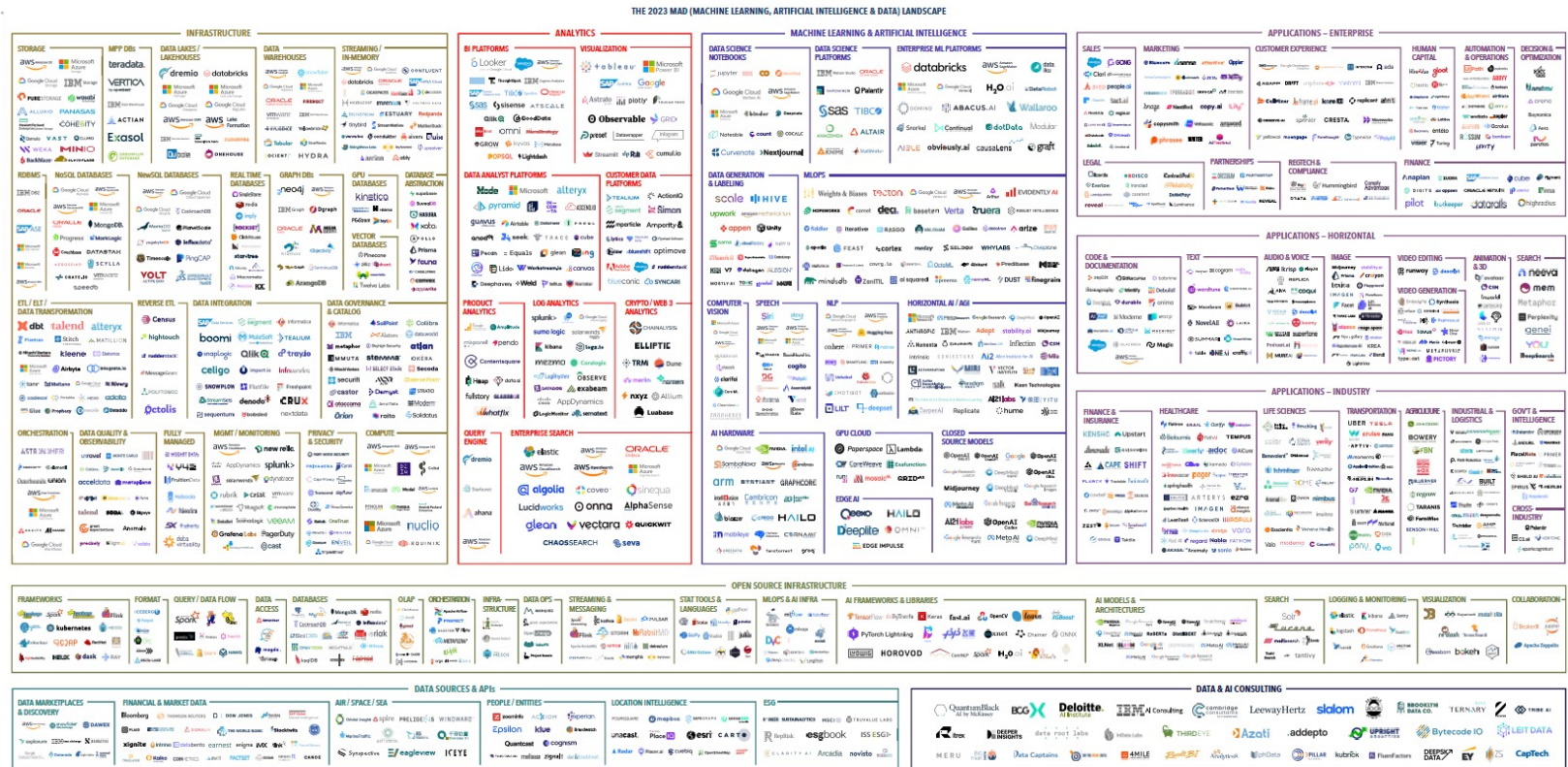
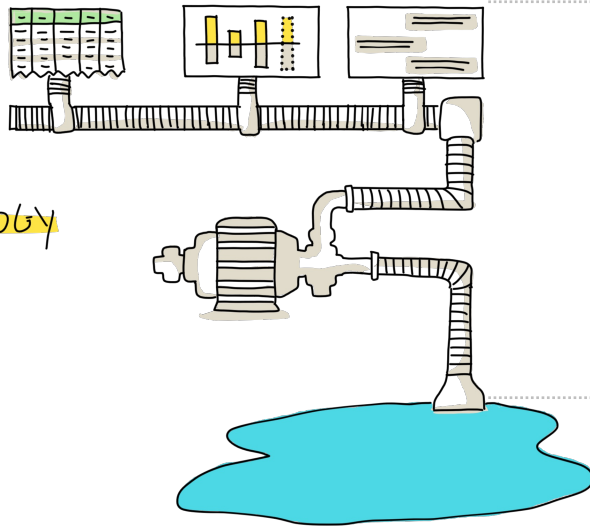


DATA & AI TECHNOLOGY LANDSCAPE IS HUGE

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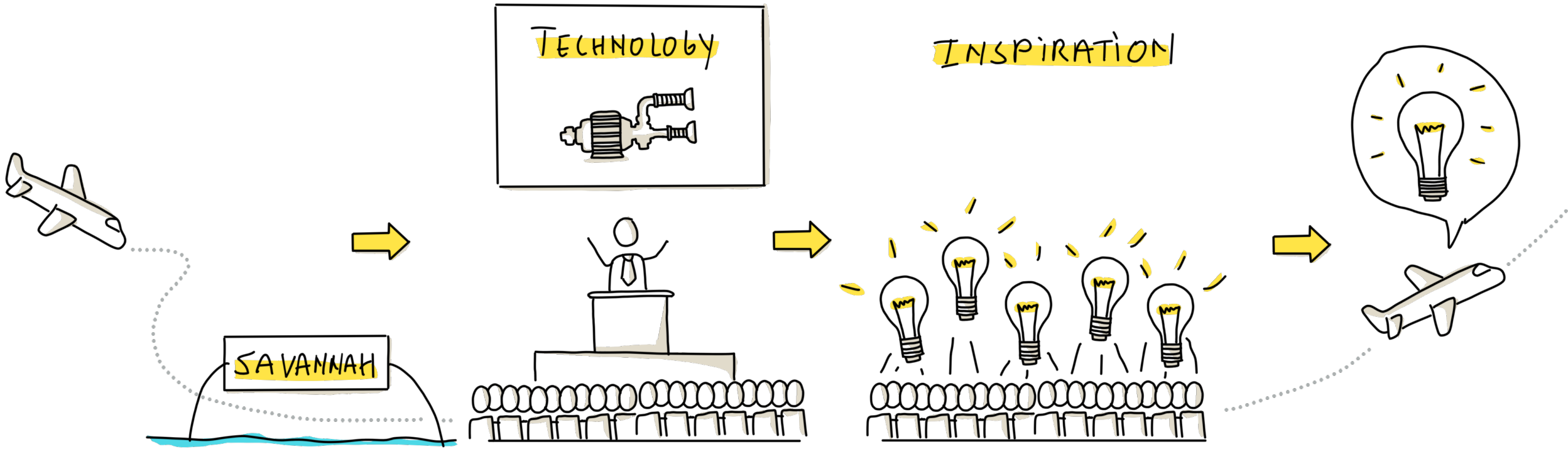
A Software Company Dedicated to Innovation for Travel and Tourism

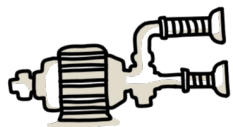
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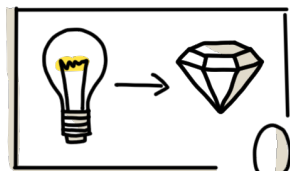
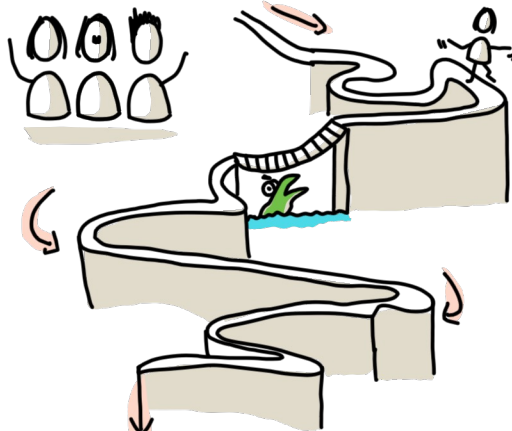
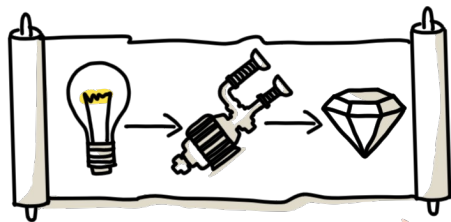


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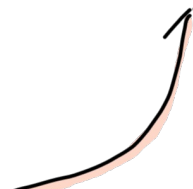
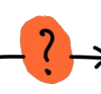
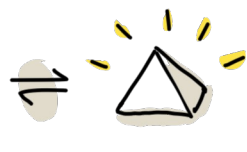




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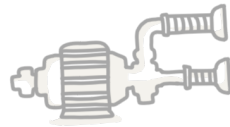
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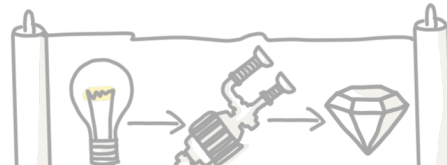
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UNMEASURABLE VALUE



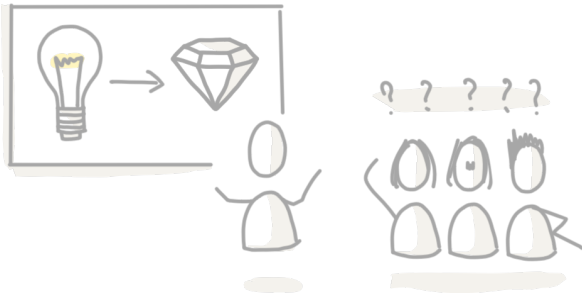
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SHINY NEW TECH SAGA



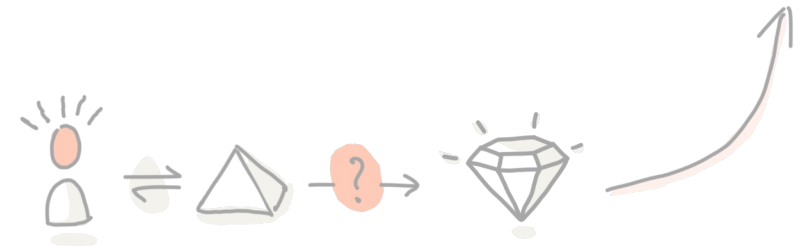
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PITCHING YOUR TECH IDEA



"DELIVERY"



UNMEASURABLE VALUE

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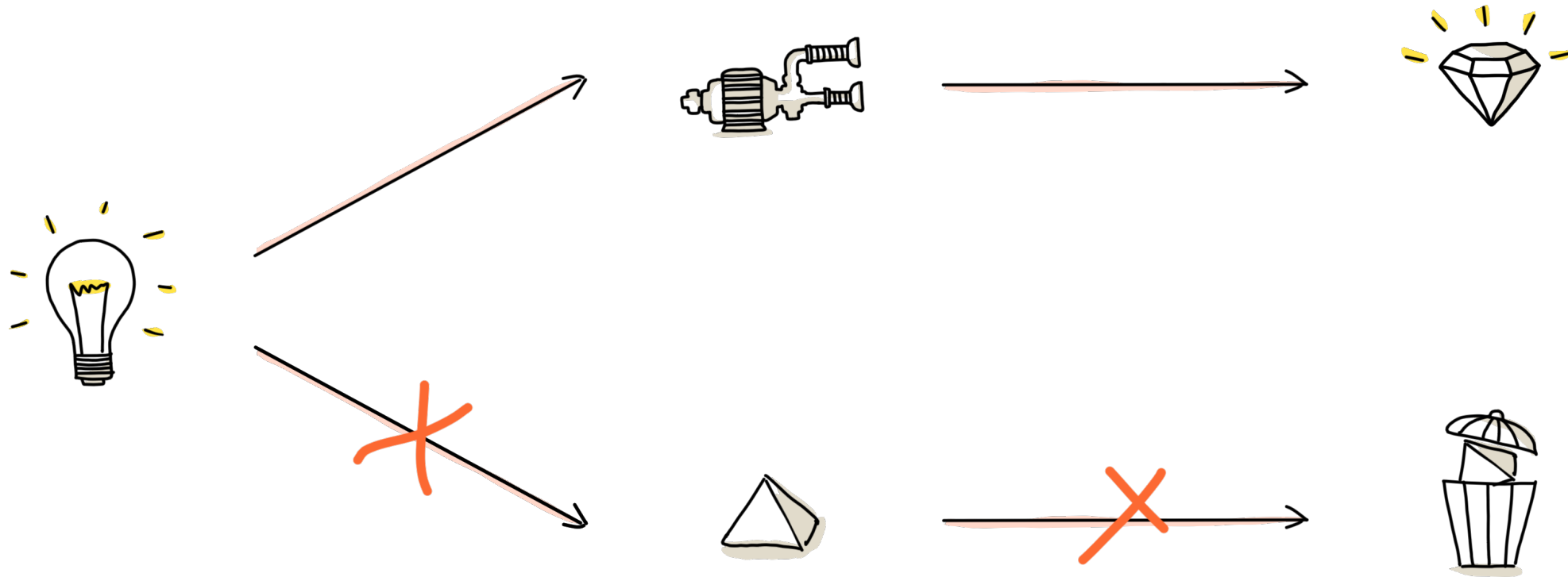
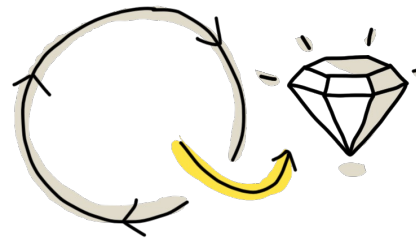
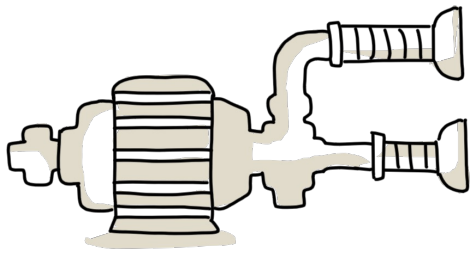


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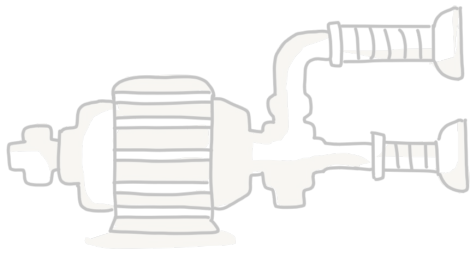
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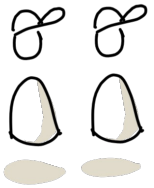
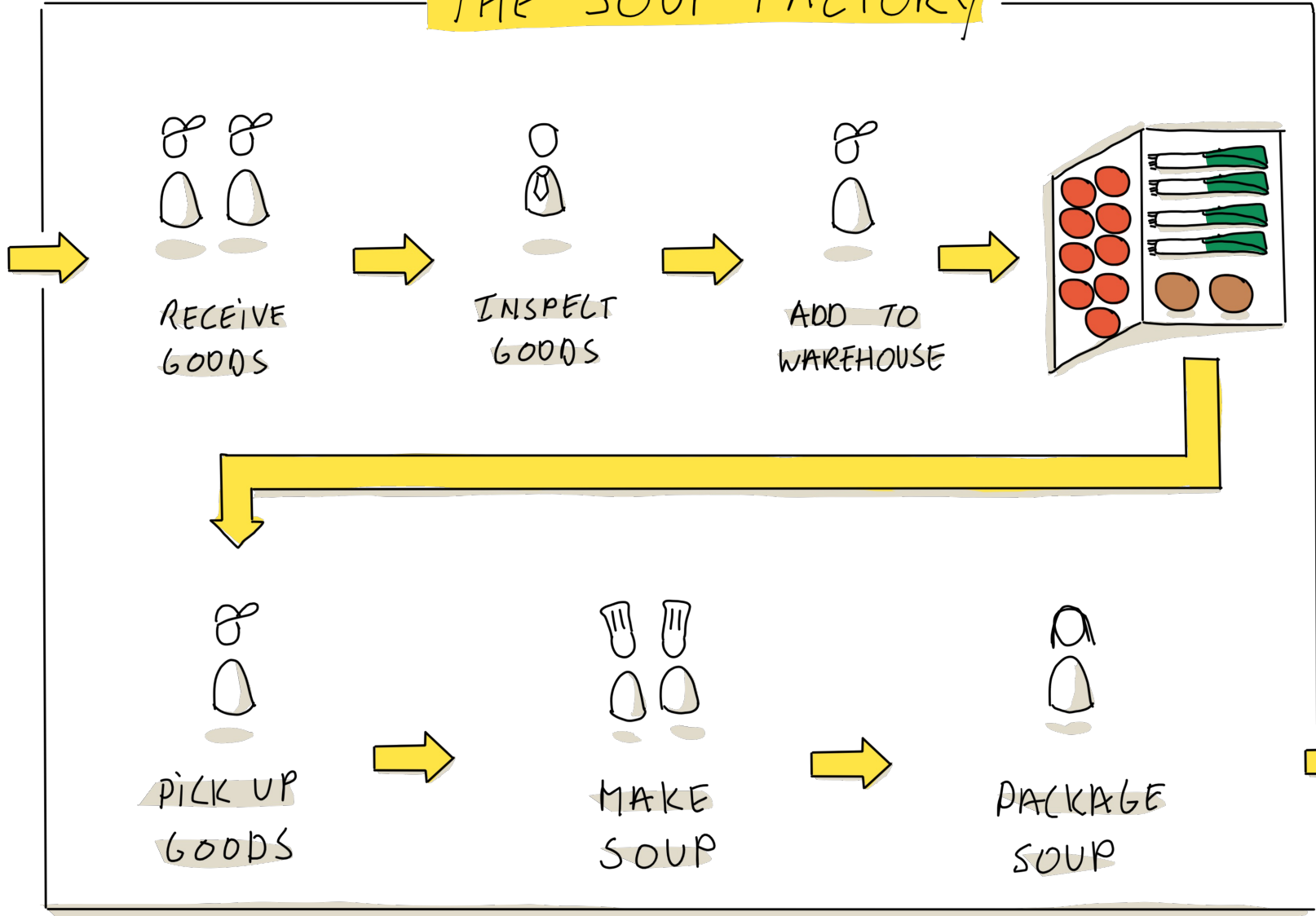
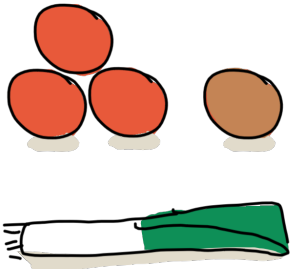
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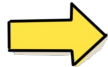
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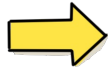
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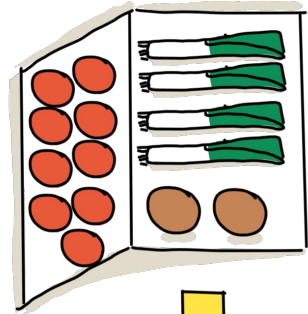
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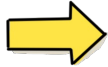
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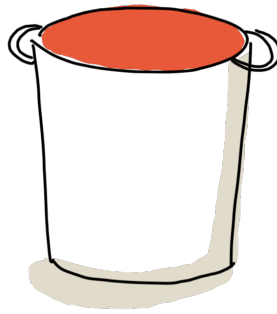
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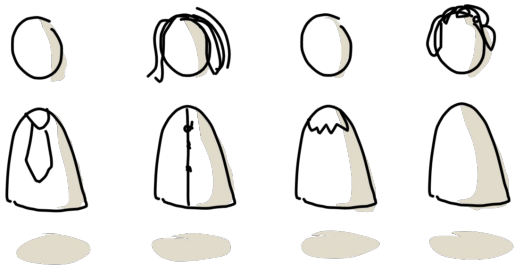
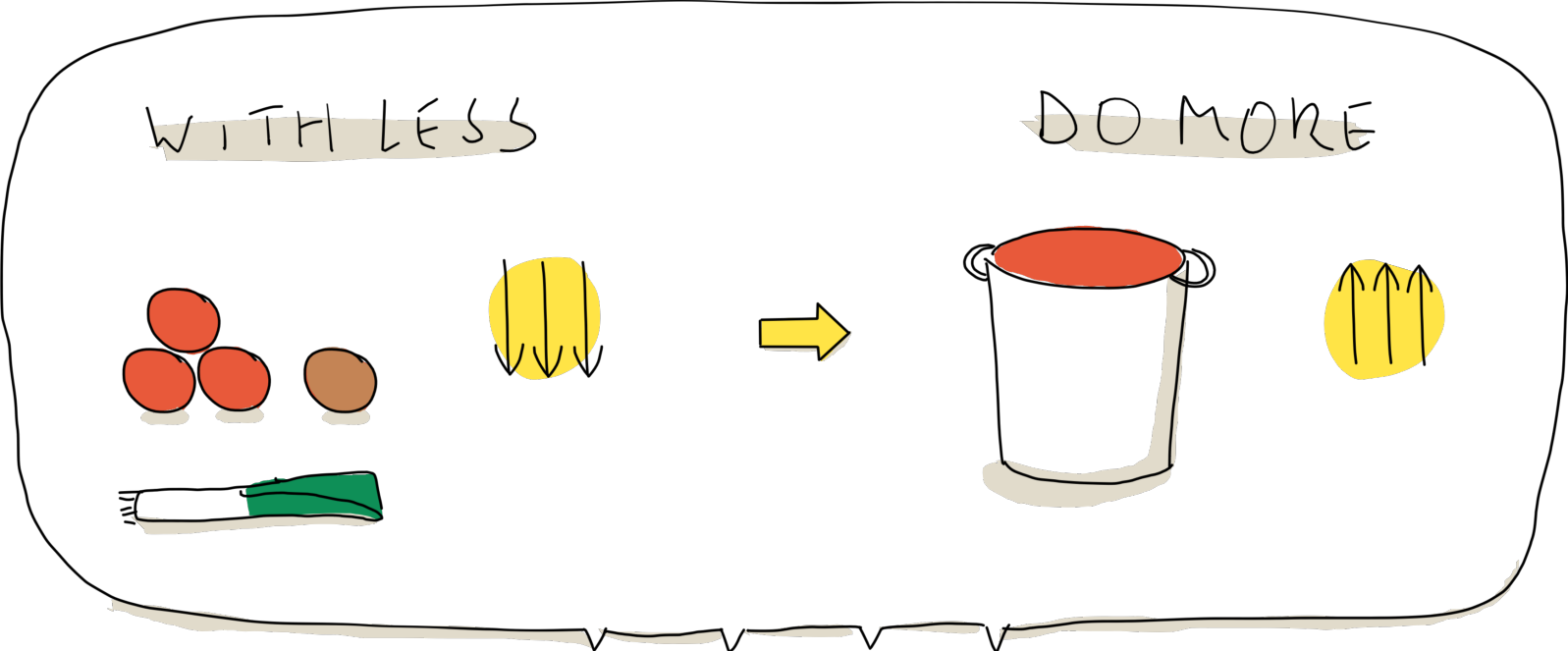


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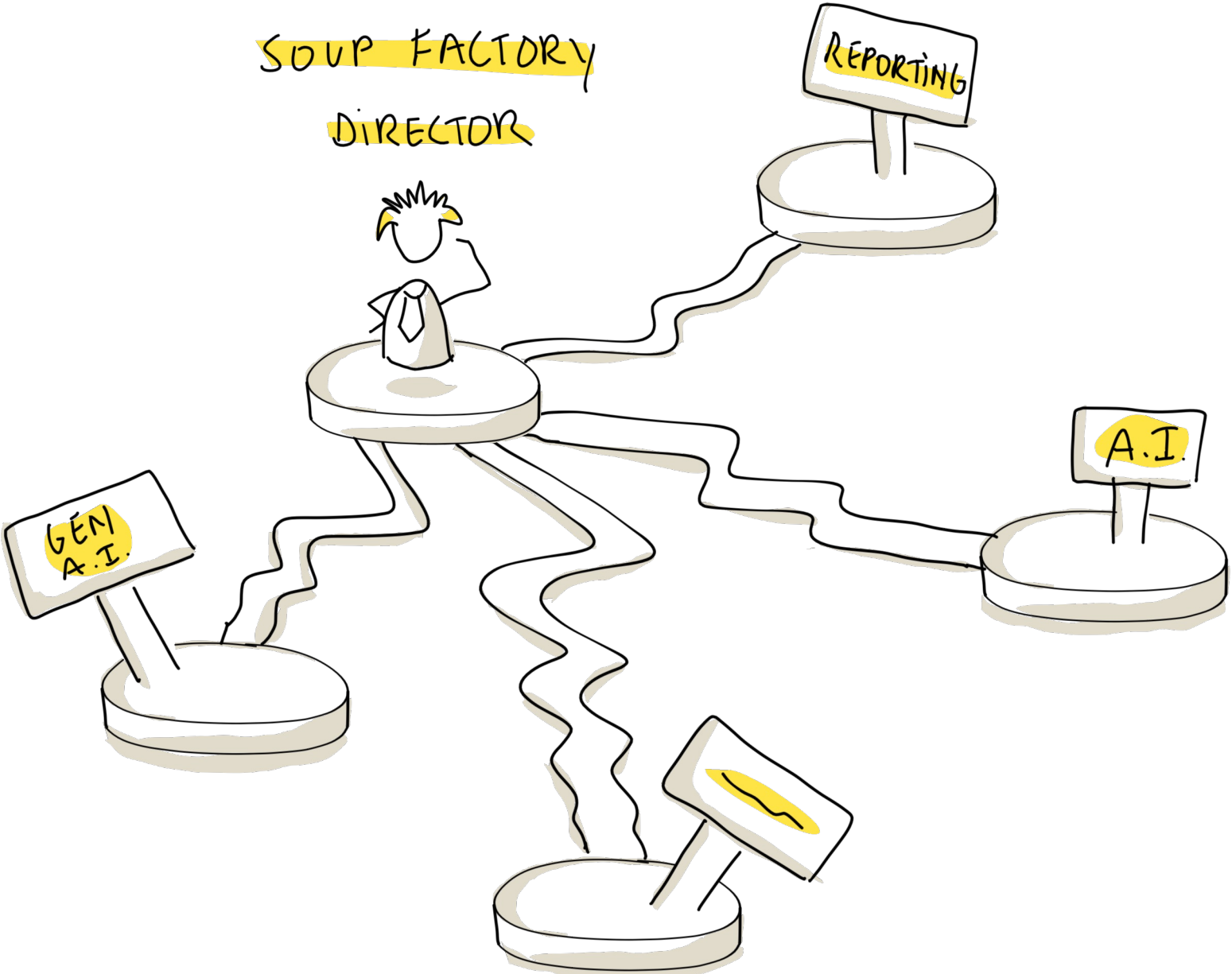
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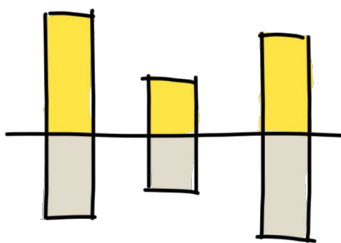




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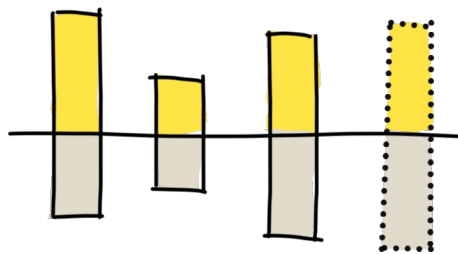
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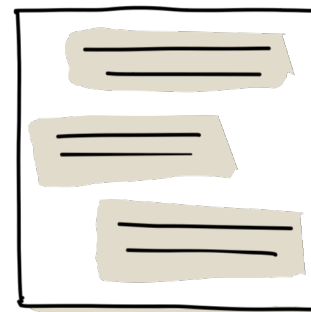
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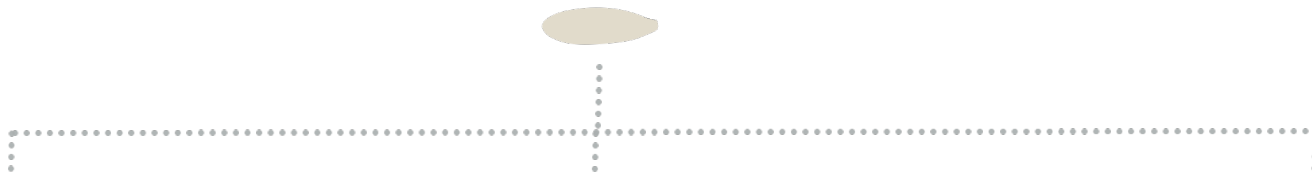
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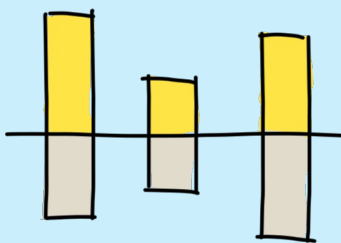


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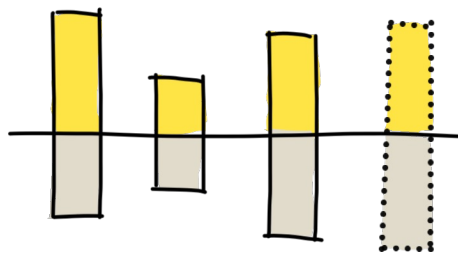
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y-3 **y-2** **y-1**

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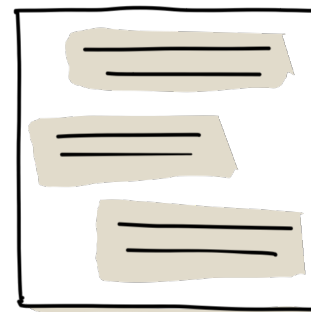
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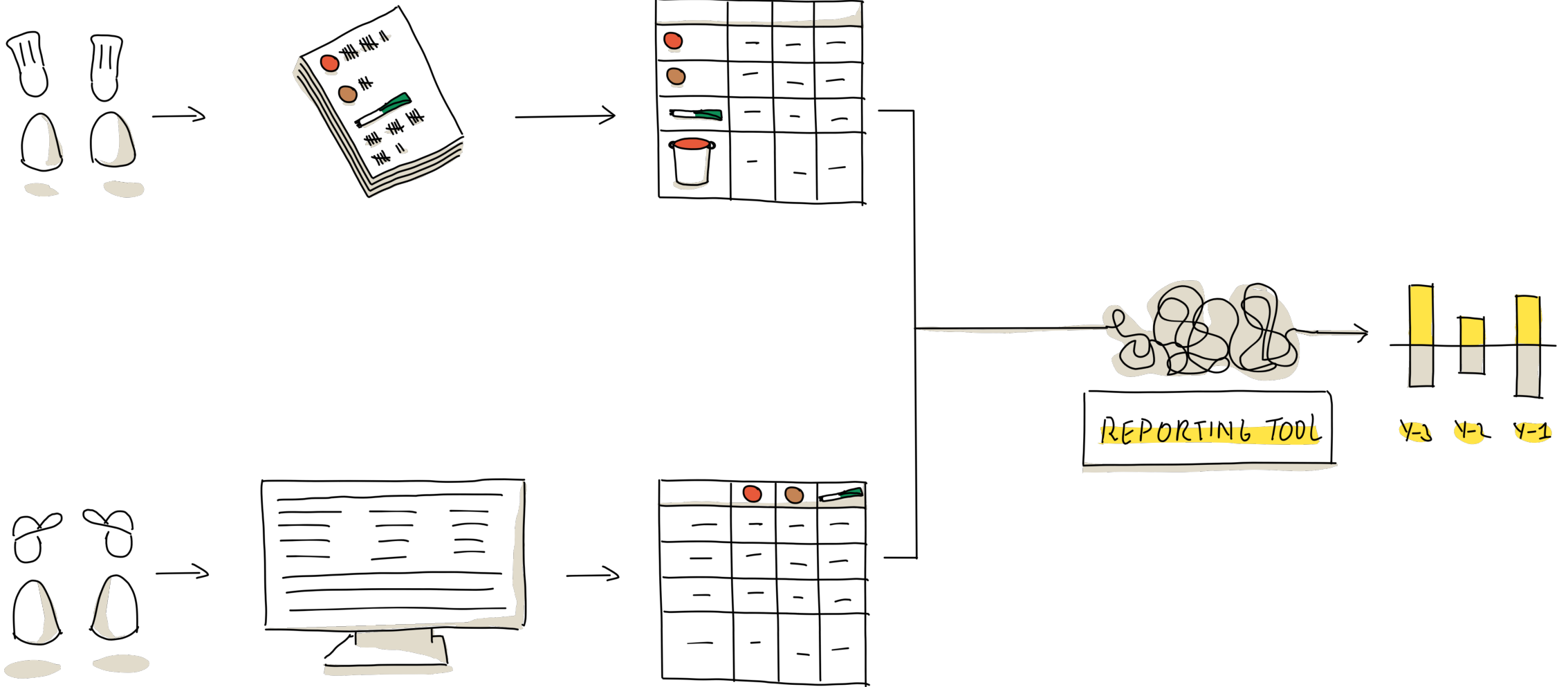
y-3 **y-2** **y-1** **y**

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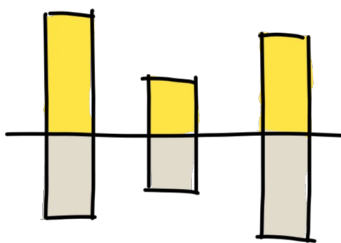




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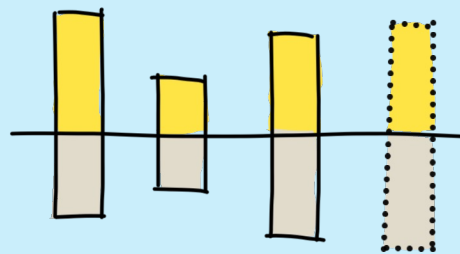
ANALYZE



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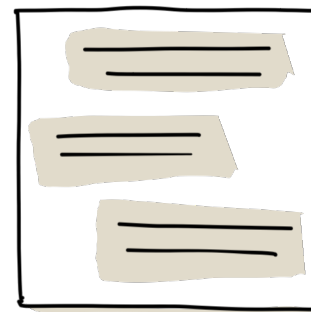
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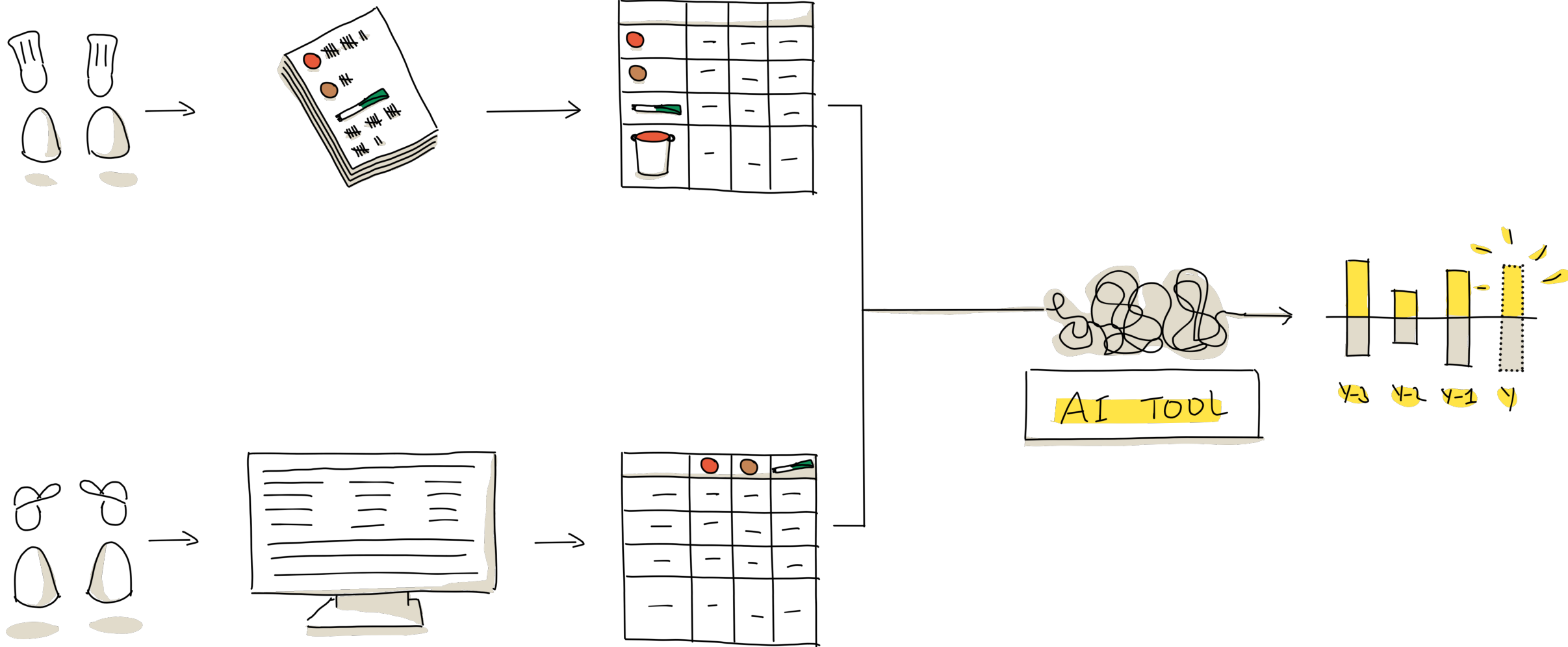
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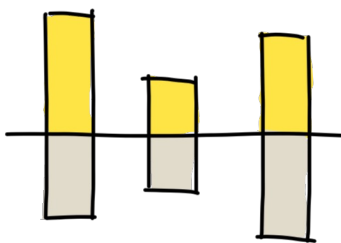




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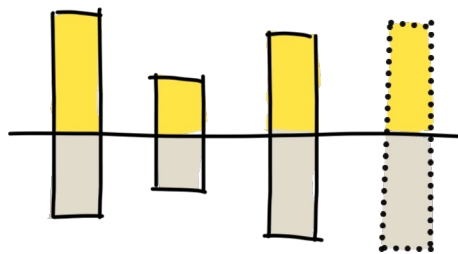
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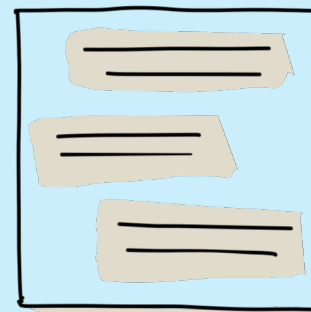
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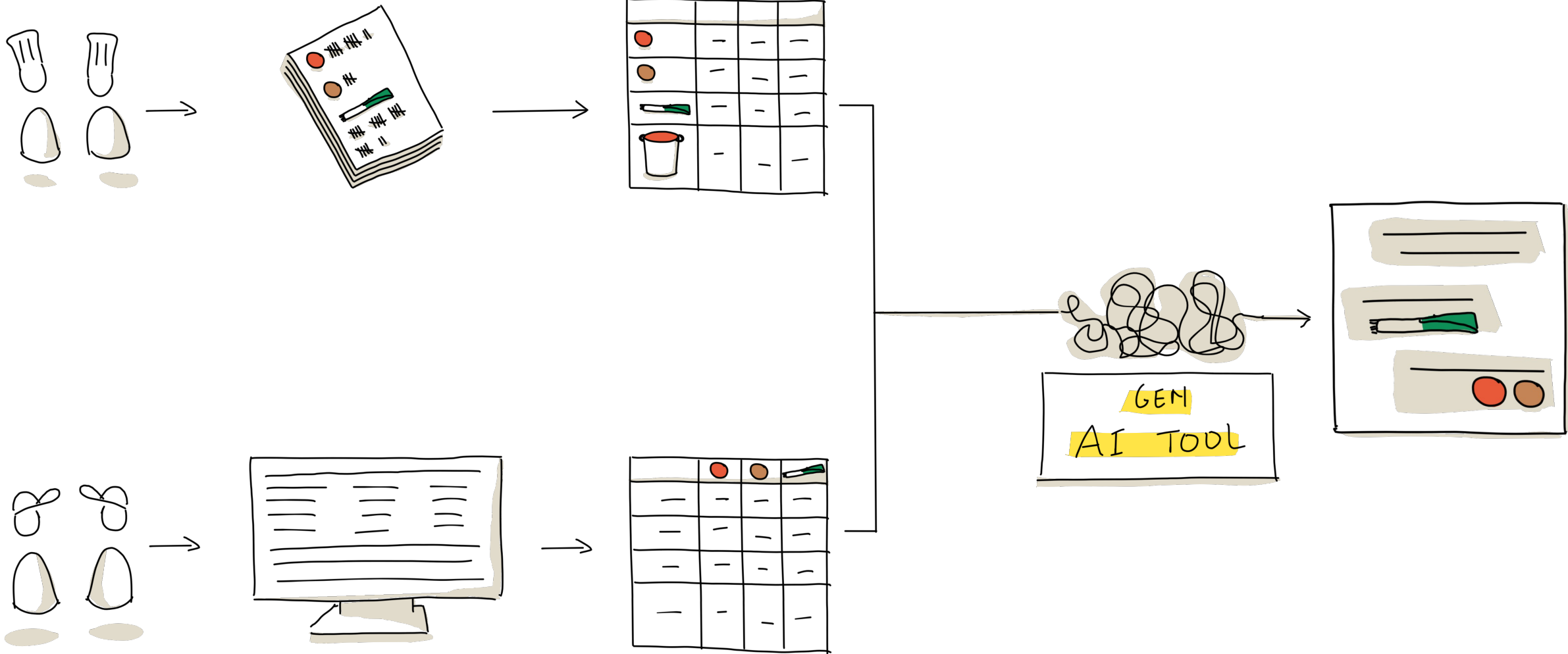
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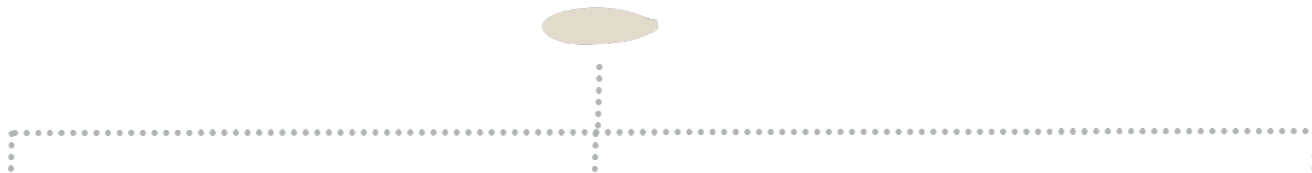


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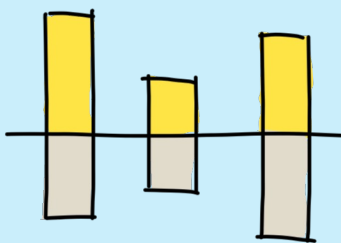


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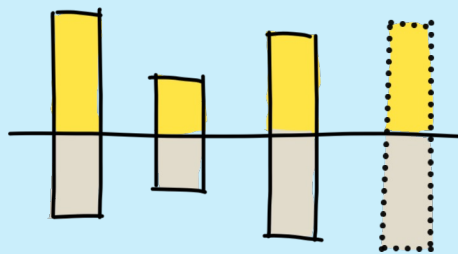
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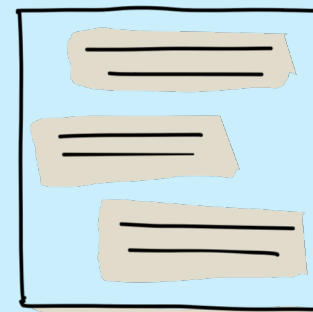
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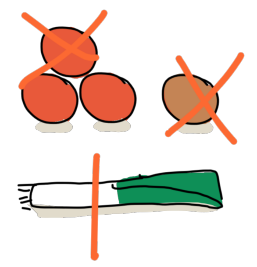
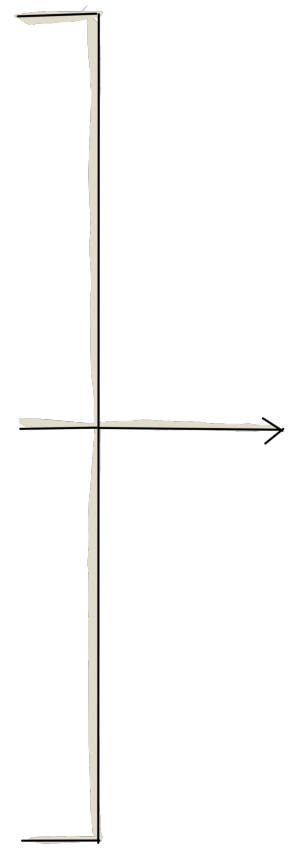
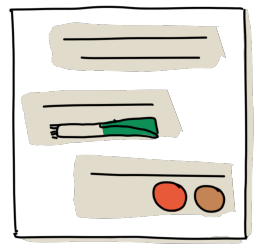
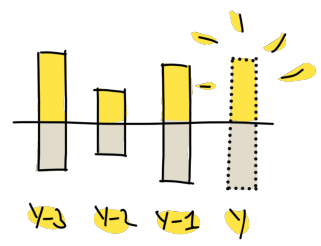
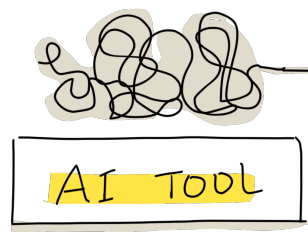
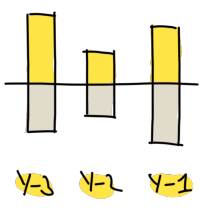
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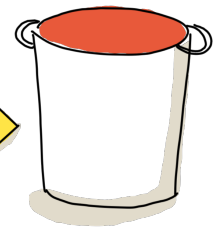
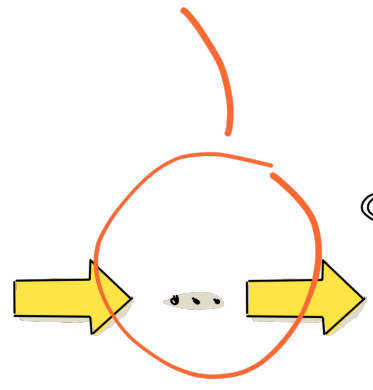
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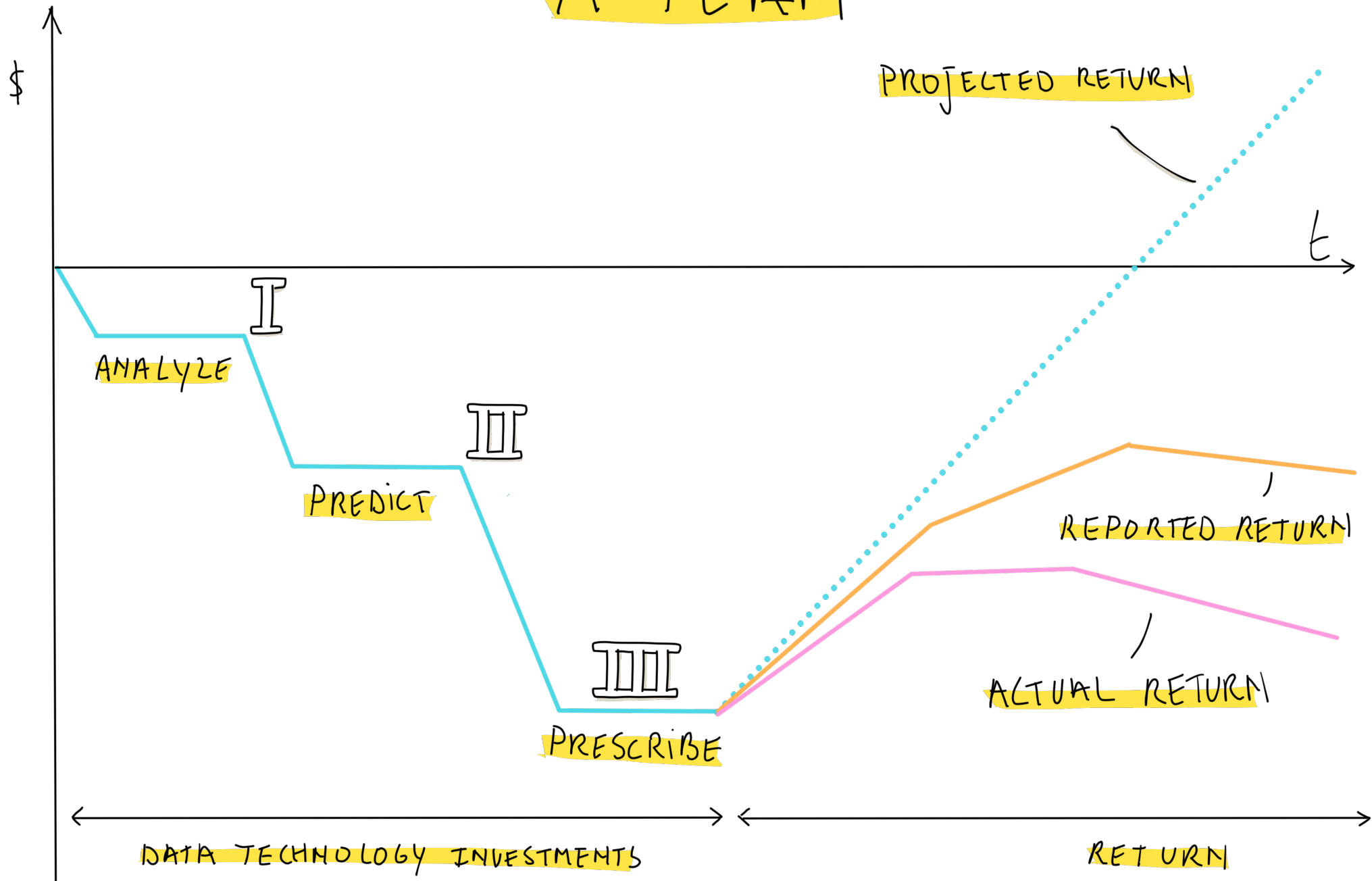
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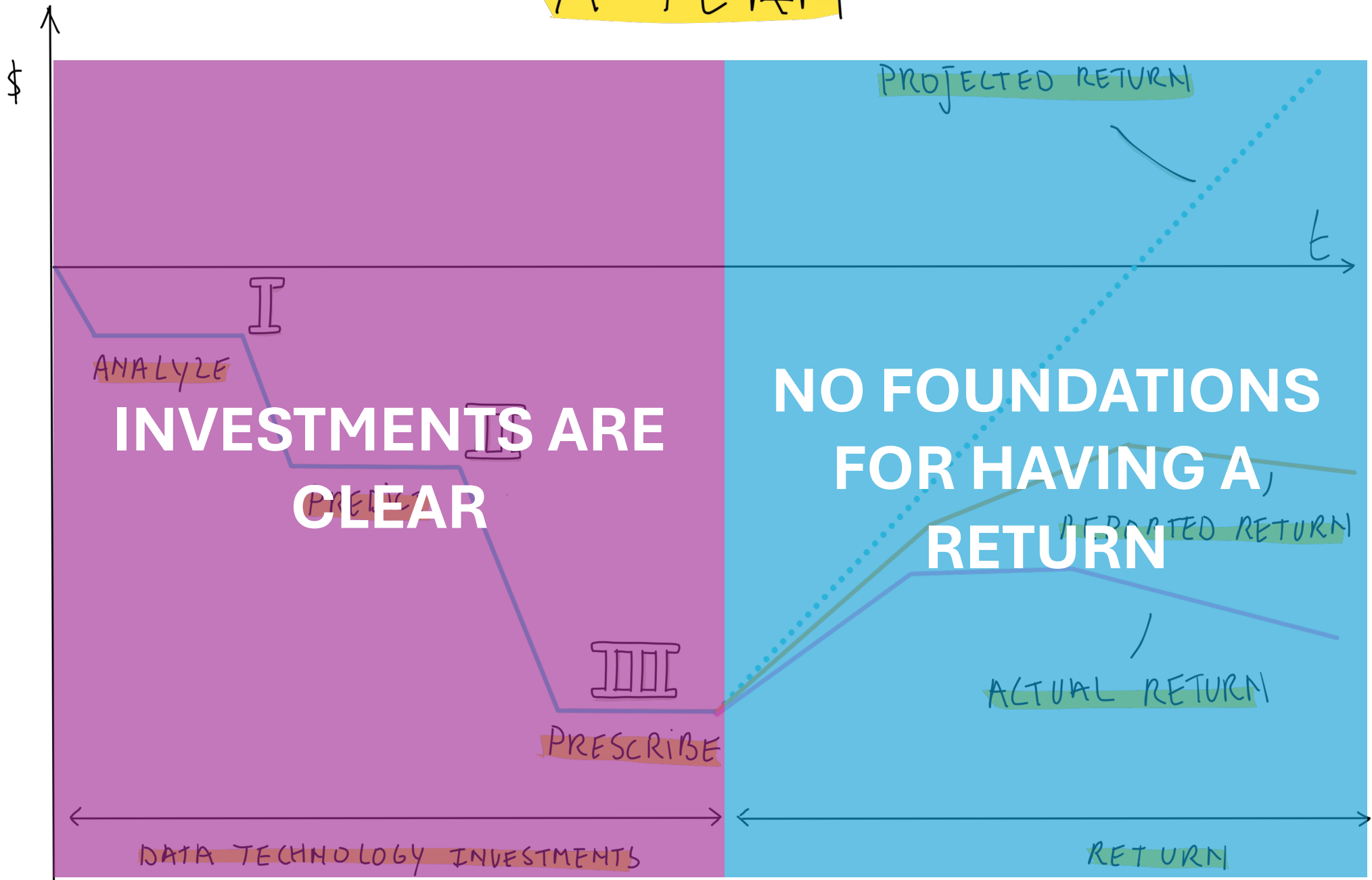
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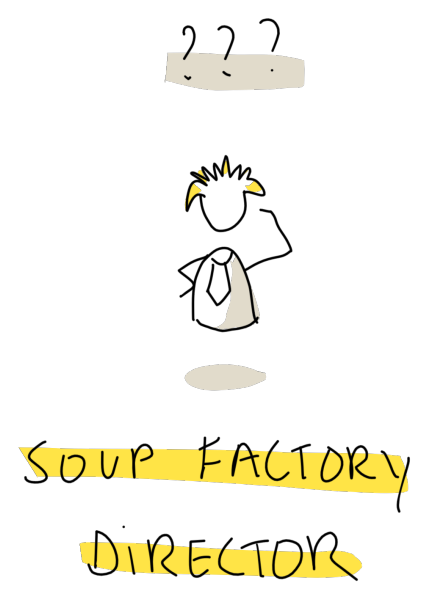
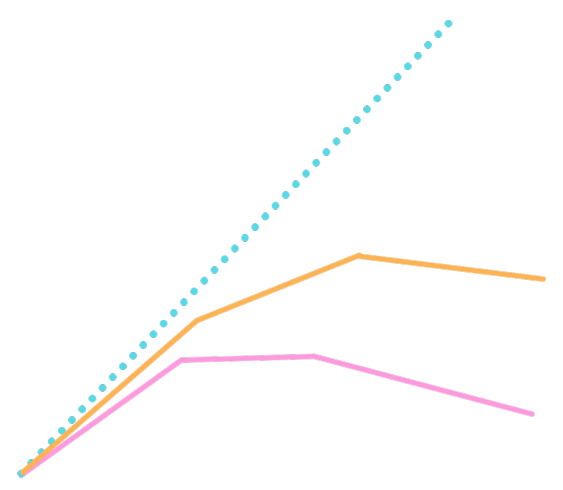
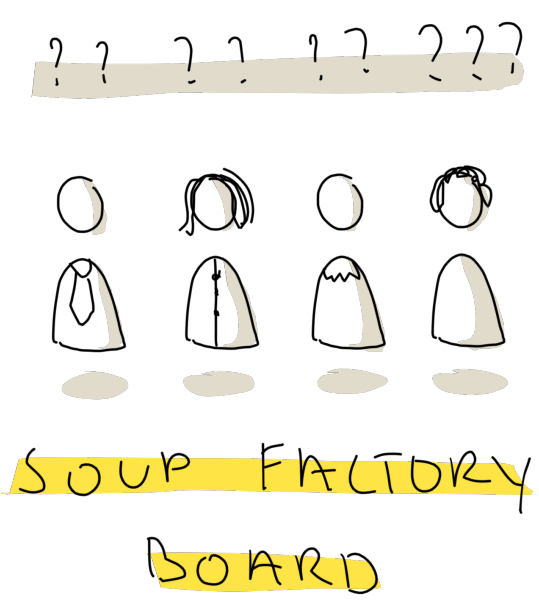
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A PLAN



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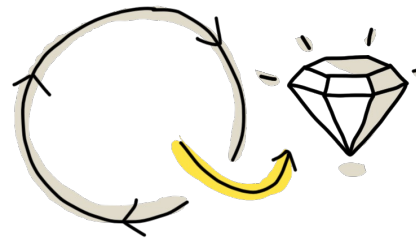
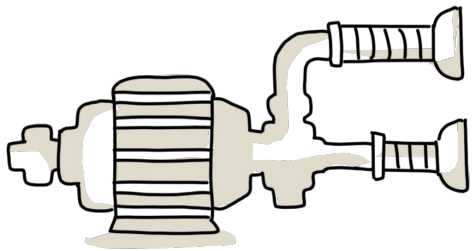


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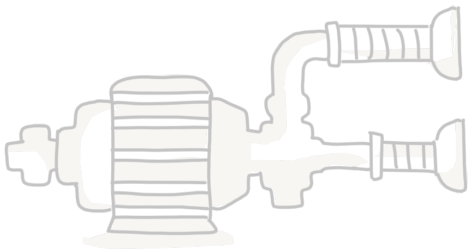
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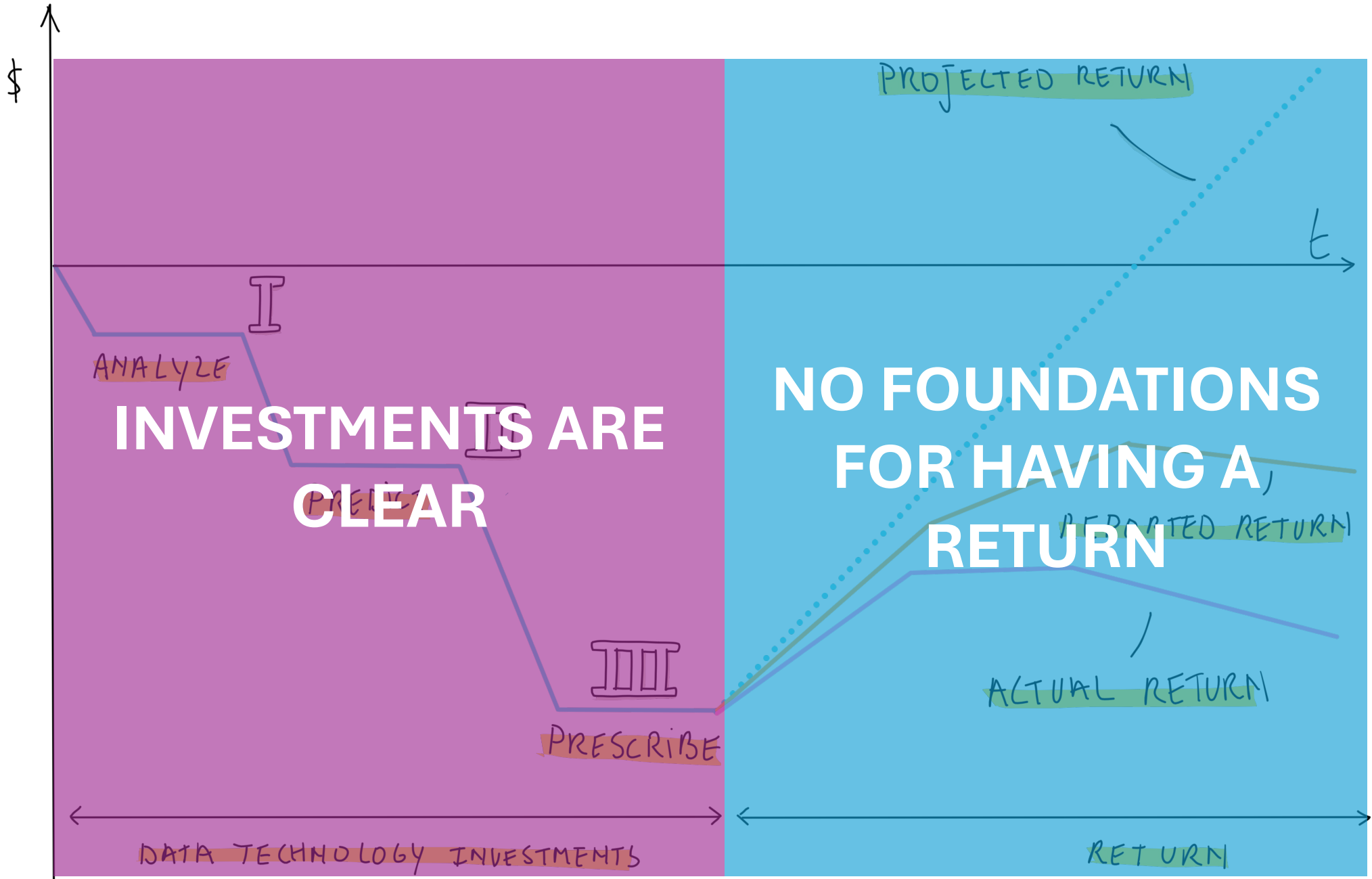
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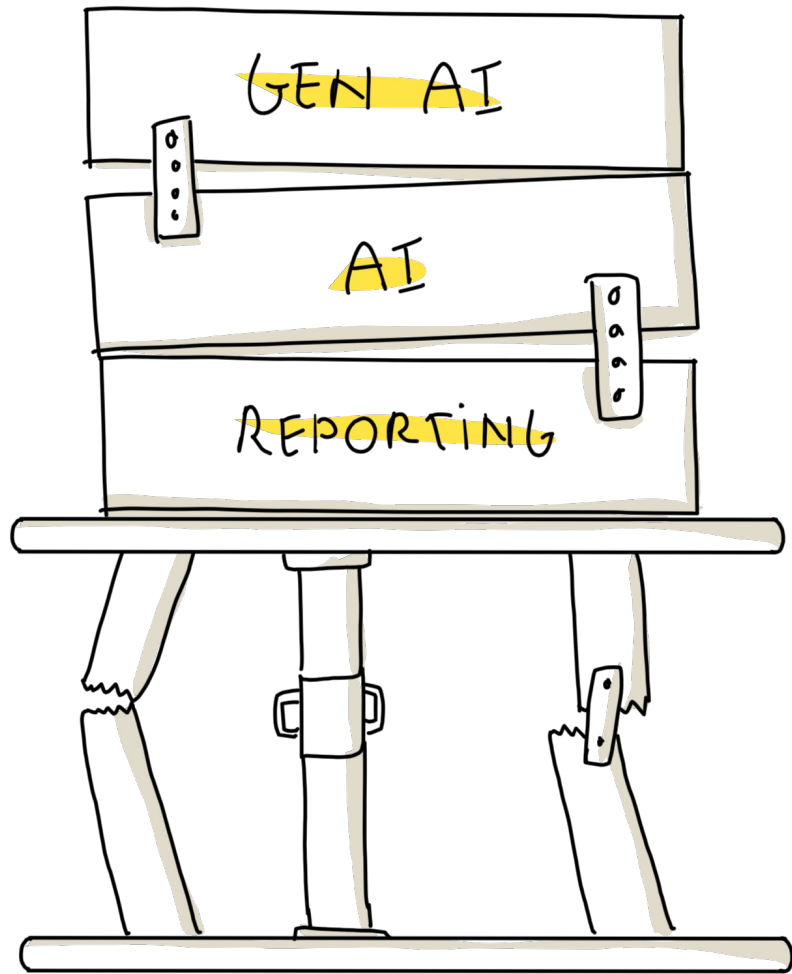
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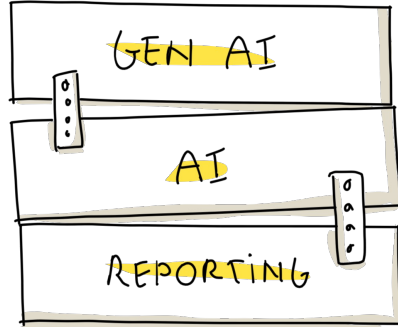
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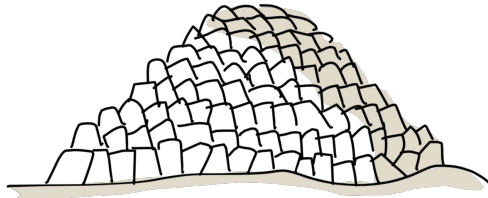
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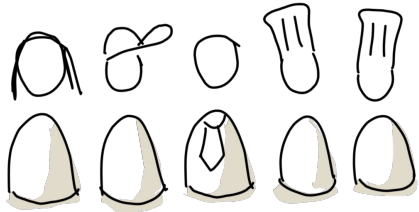
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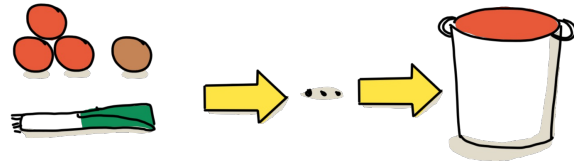
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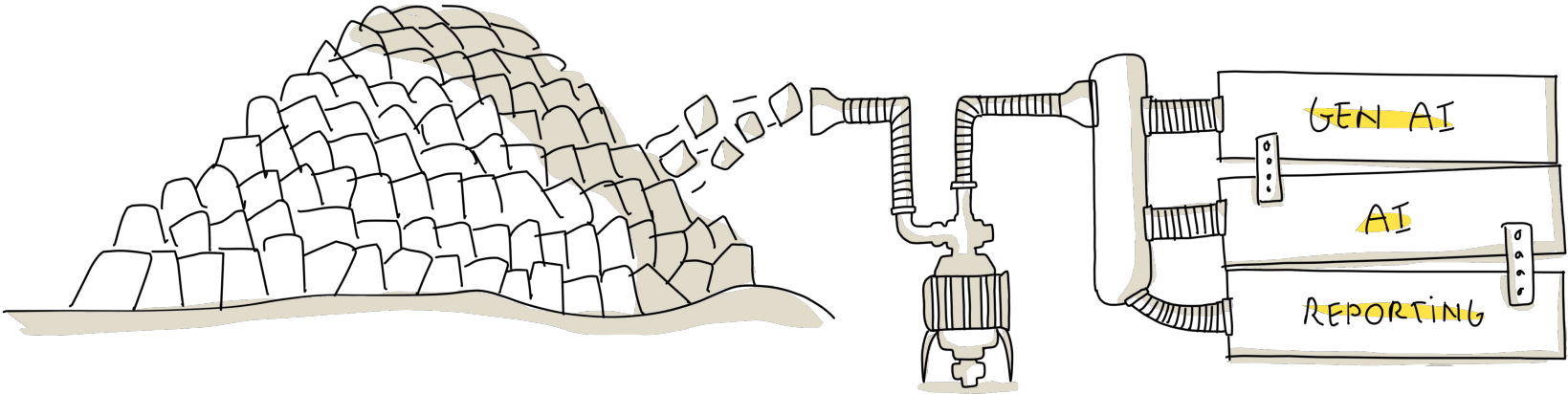
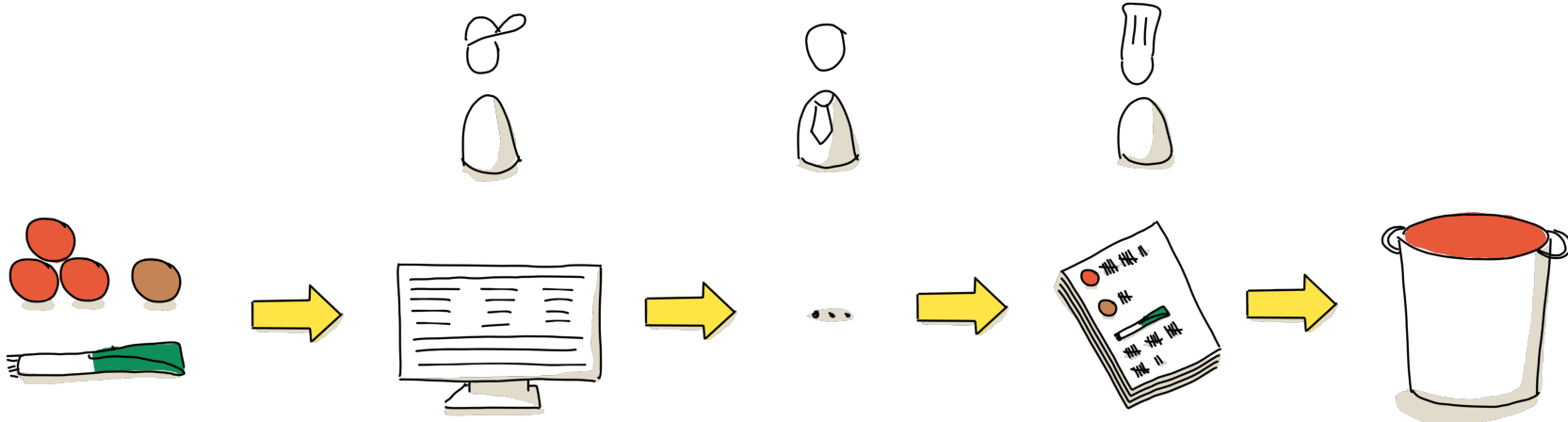


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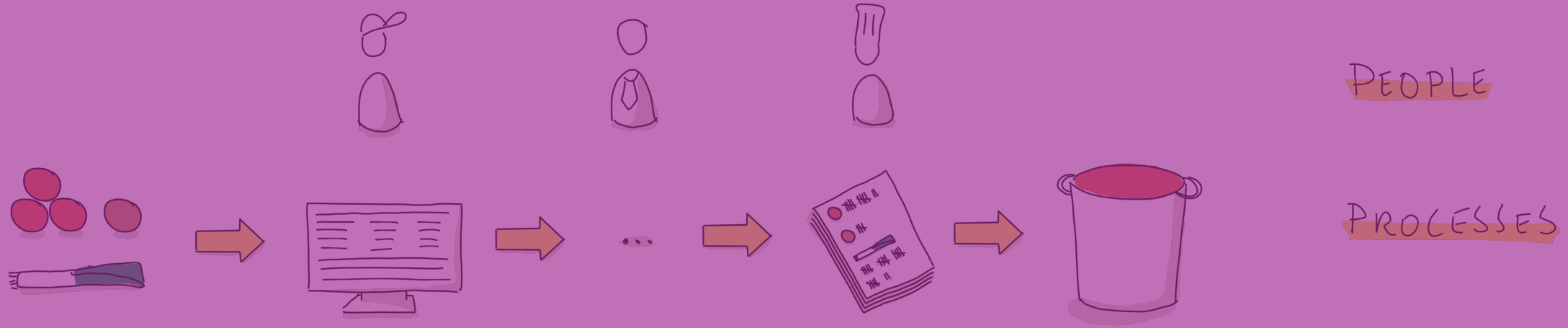
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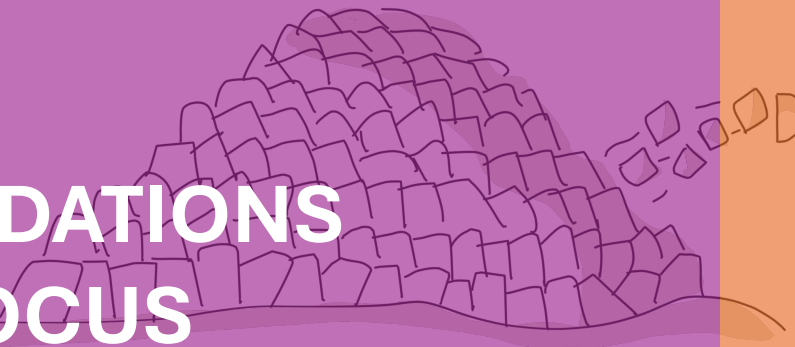


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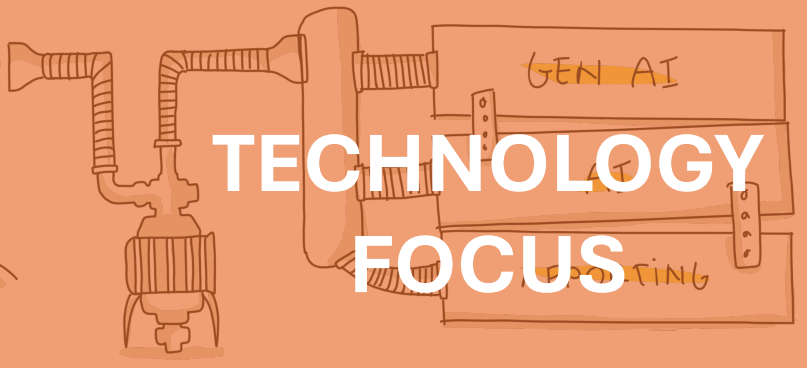


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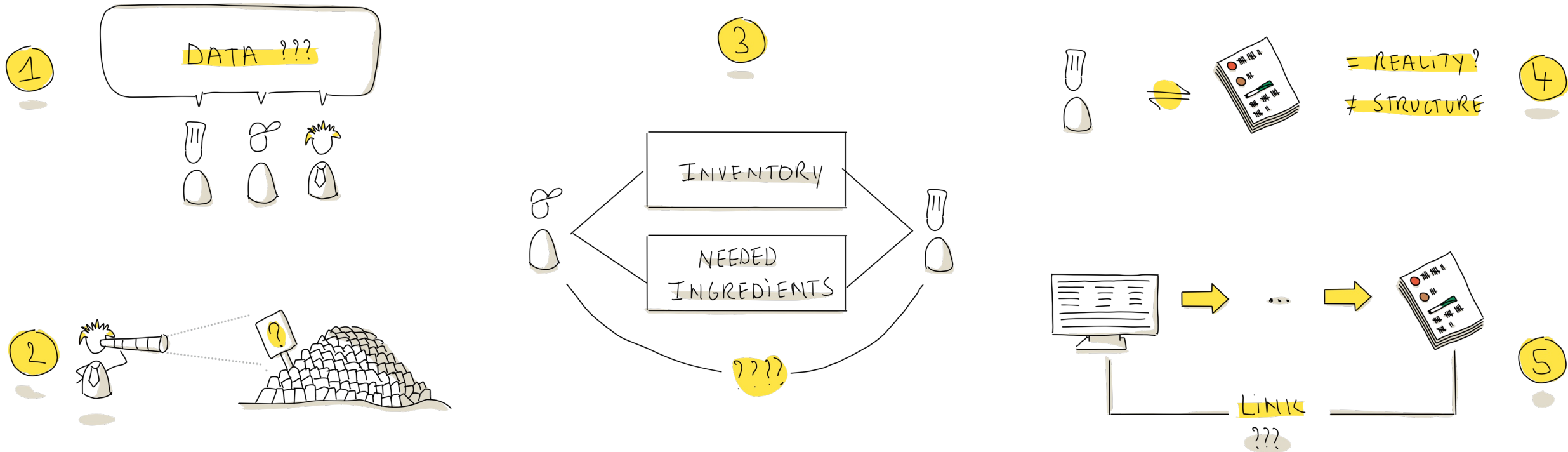
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**TECHNOLOGY
FOCUS**

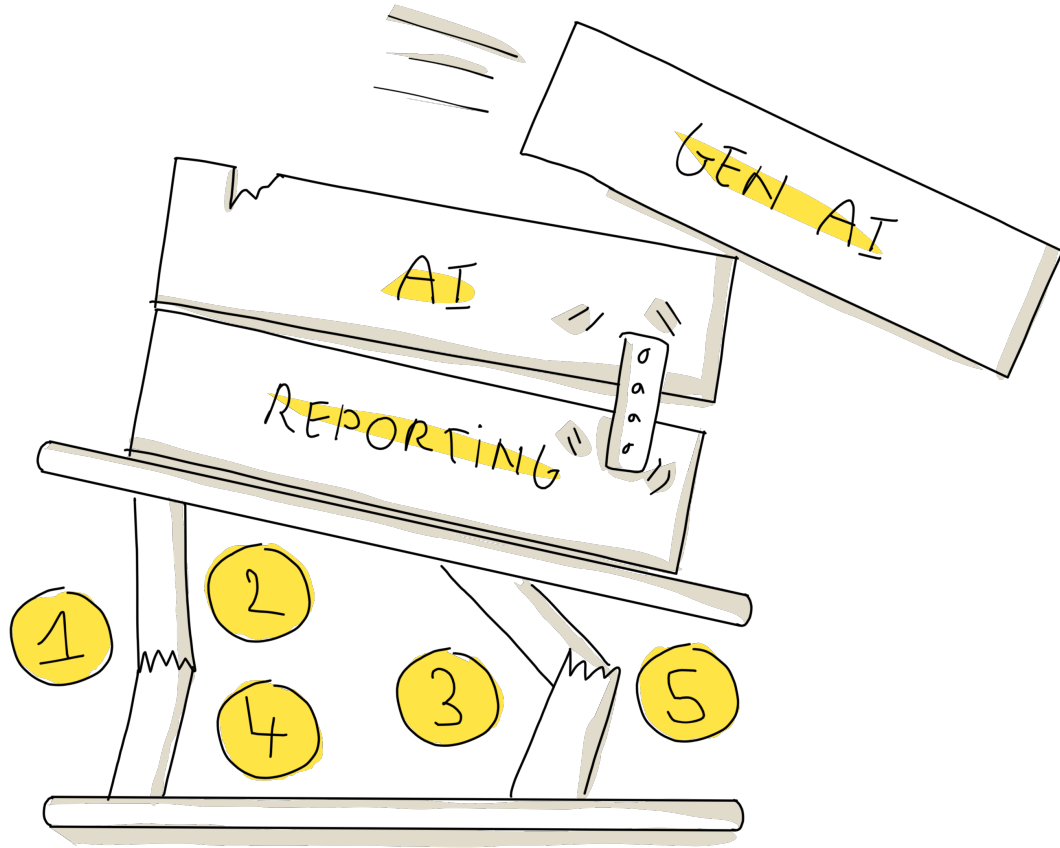


TECHNOLOGY

FOUNDATIONS FOCUS



FOUNDATIONS FOCUS



Low Data Literacy ①

Lack of Data Discovery ②

No Single Source of Truth ③

Low Data Quality ④

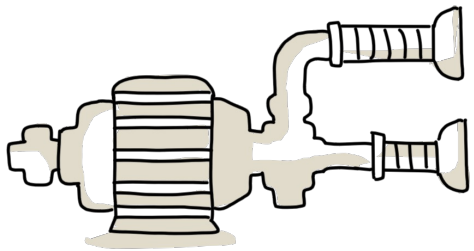
No Data Interoperability ⑤

STRONG
DATA FOUNDATIONS



BASIS FOR MAXIMIZING
DATA TECHNOLOGY VALUE

TABLE OF CONTENTS



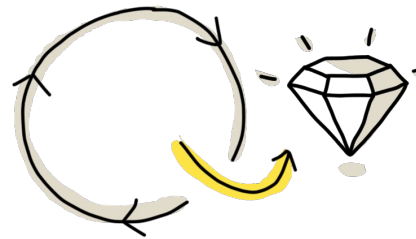
DATA
TECHNOLOGY



THE SOUP
FACTORY



WHY

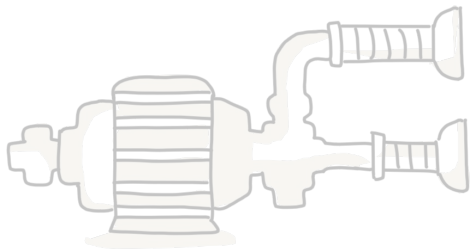


MAXIMIZE
VALUE



FROM THEORY
TO PRACTICE

TABLE OF CONTENTS



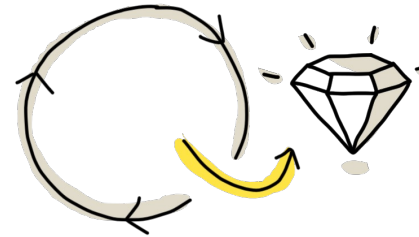
DATA
TECHNOLOGY



THE SOUP
FACTORY



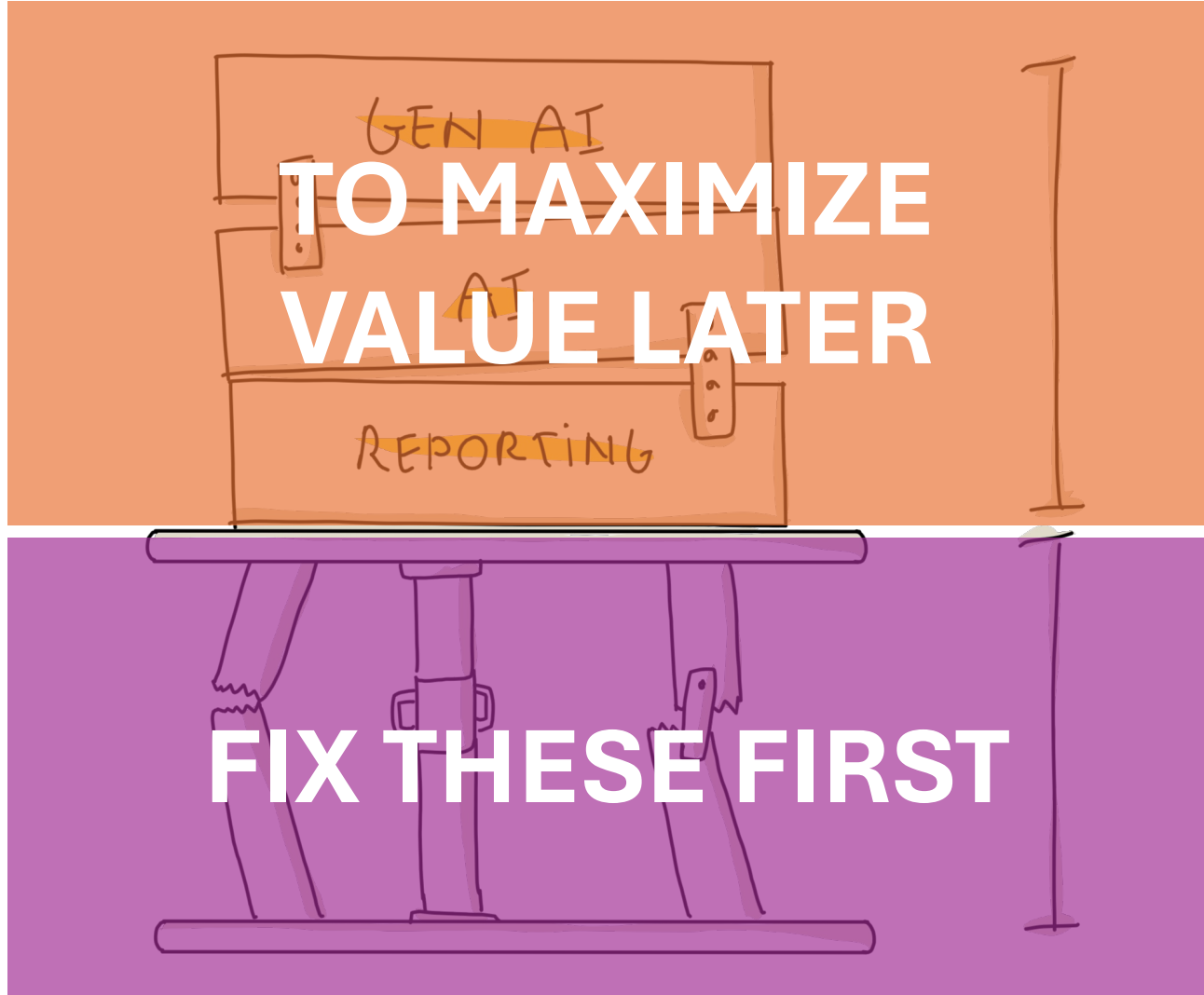
WHY



MAXIMIZE
VALUE



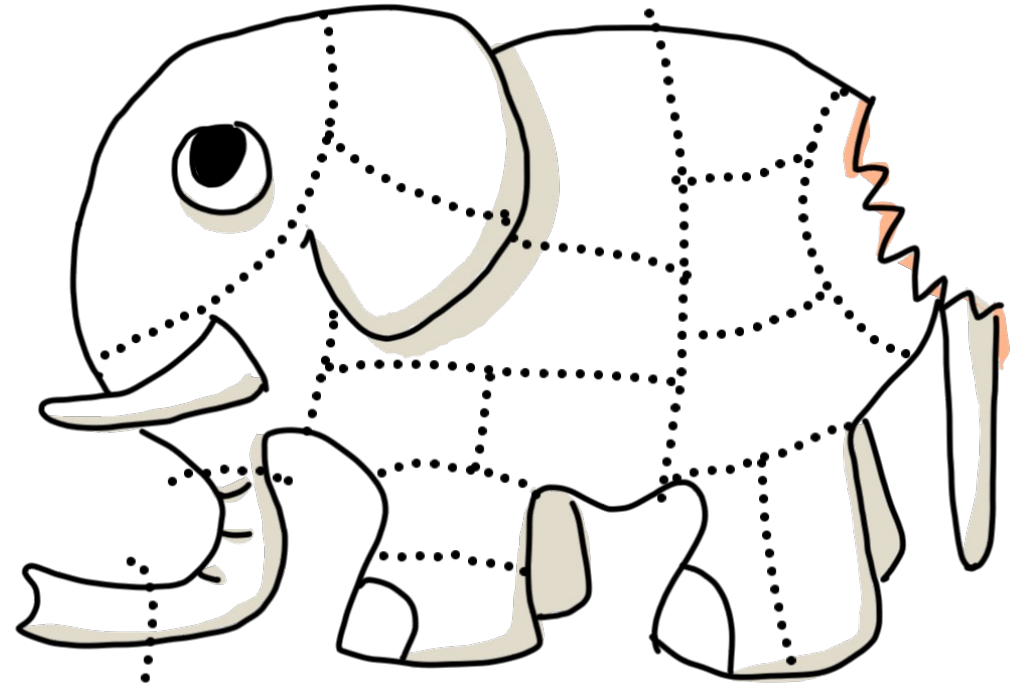
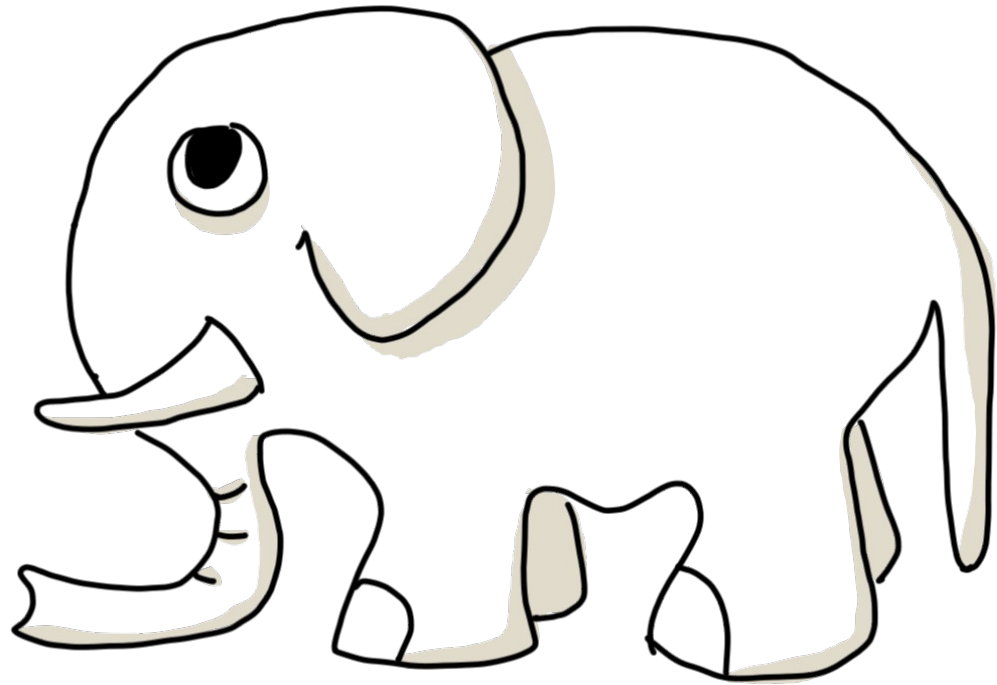
FROM THEORY
TO PRACTICE



DATA
TECHNOLOGY

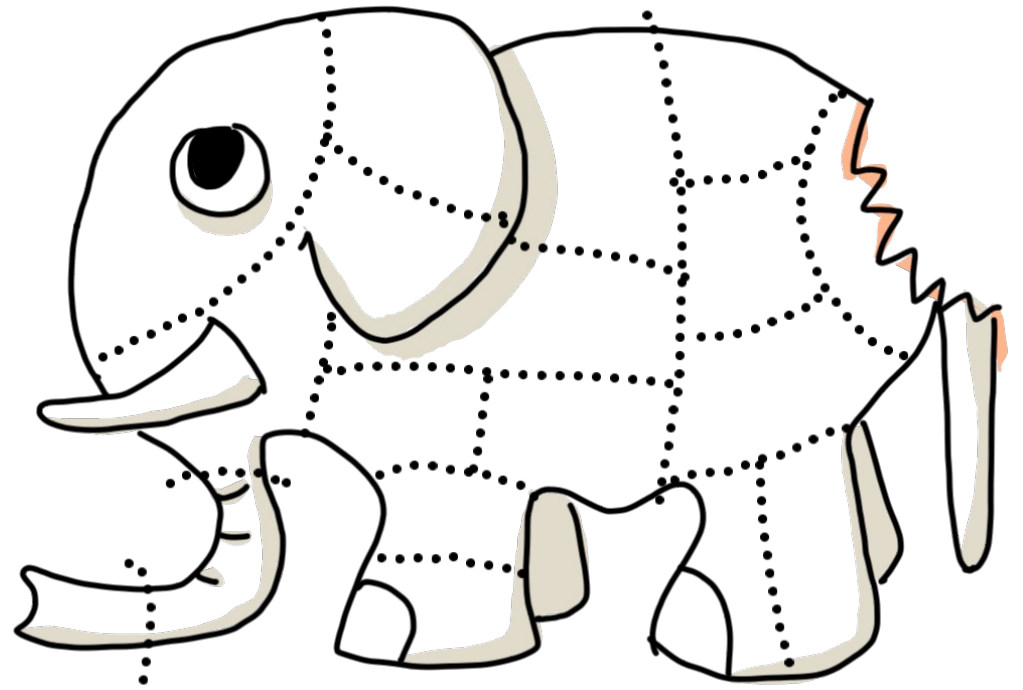
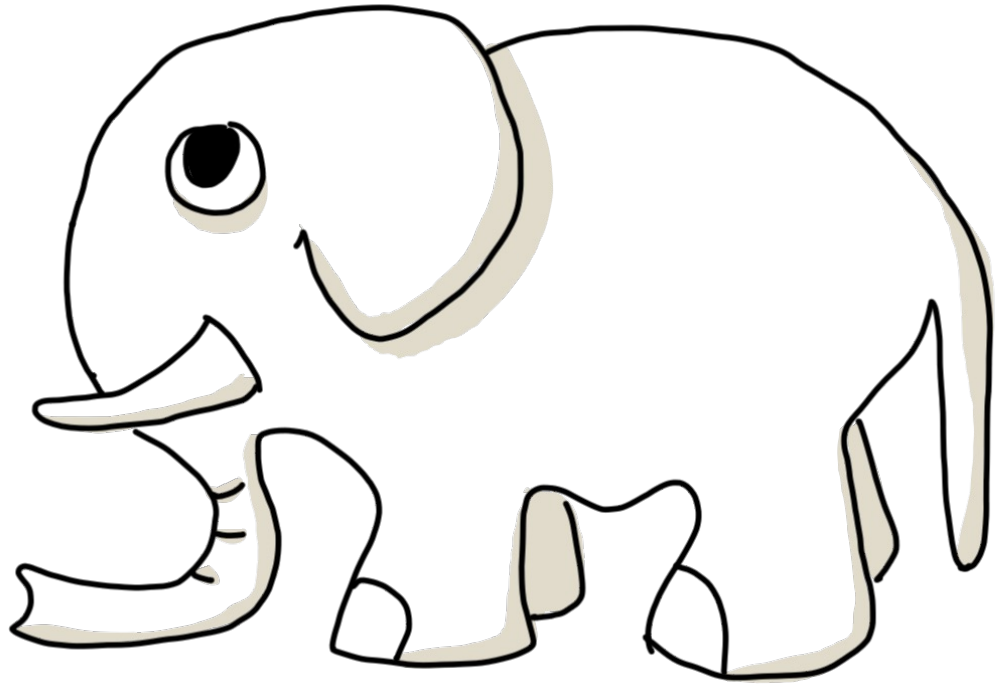
DATA
FOUNDATIONS

HOW TO EAT AN ELEPHANT?



ONE BITE AT A TIME

HOW TO FIX YOUR DATA FOUNDATIONS

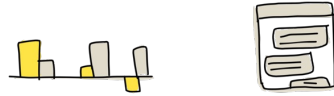


PIECE BY PIECE

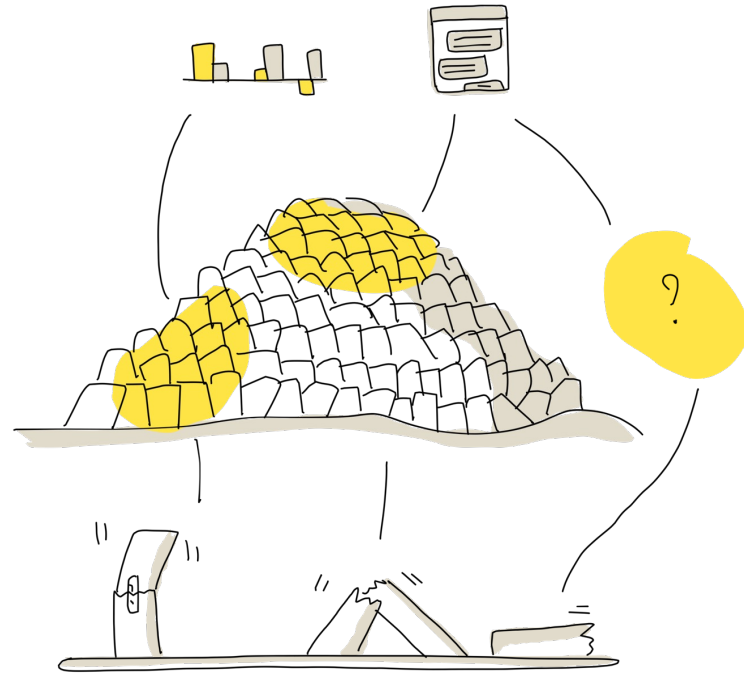
VALUE



DATA USE CASES

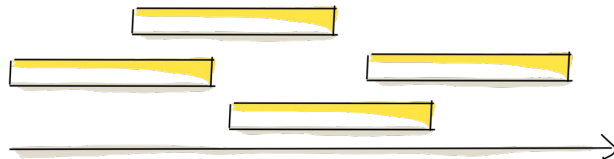


NEEDED DATA



FOUNDATIONS
ASSESSMENT

IMPROVEMENT
TRACKS



WHAT ARE THE BUSINESS GOALS OF YOUR ORGANIZATION?

HOW CAN DATA BE APPLIED TO ACHIEVE THESE GOALS?

WHICH DATA DO YOU NEED IN PARTICULAR?

ARE THE FOUNDATIONS READY TO LEVERAGE THIS DATA?

WHICH DATA FOUNDATION IMPROVEMENTS DO WE PROPOSE?

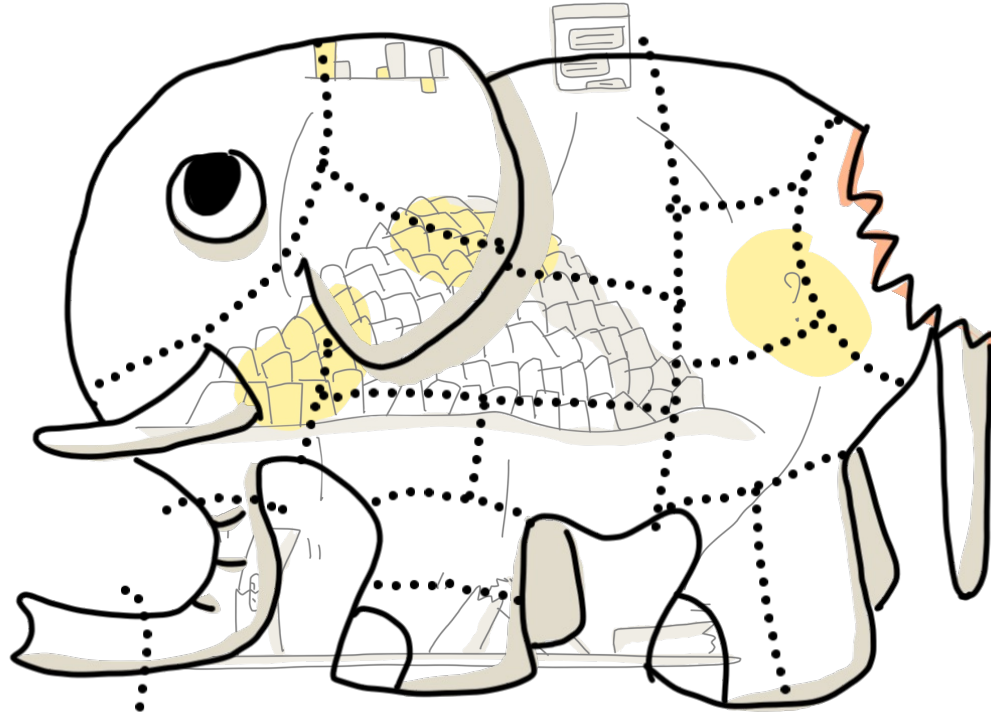
VALUE



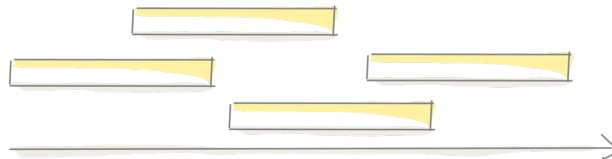
DATA USE CASES

NEEDED DATA

FOUNDATIONS
ASSESSMENT



IMPROVEMENT
TRACKS



WHAT ARE THE BUSINESS GOALS OF YOUR ORGANIZATION?

HOW CAN DATA BE APPLIED TO ACHIEVE THESE GOALS?

WHICH DATA DO YOU NEED IN PARTICULAR?

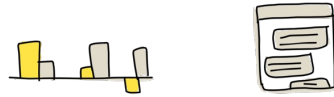
ARE THE FOUNDATIONS READY TO LEVERAGE THIS DATA?

WHICH DATA FOUNDATION IMPROVEMENTS DO WE PROPOSE?

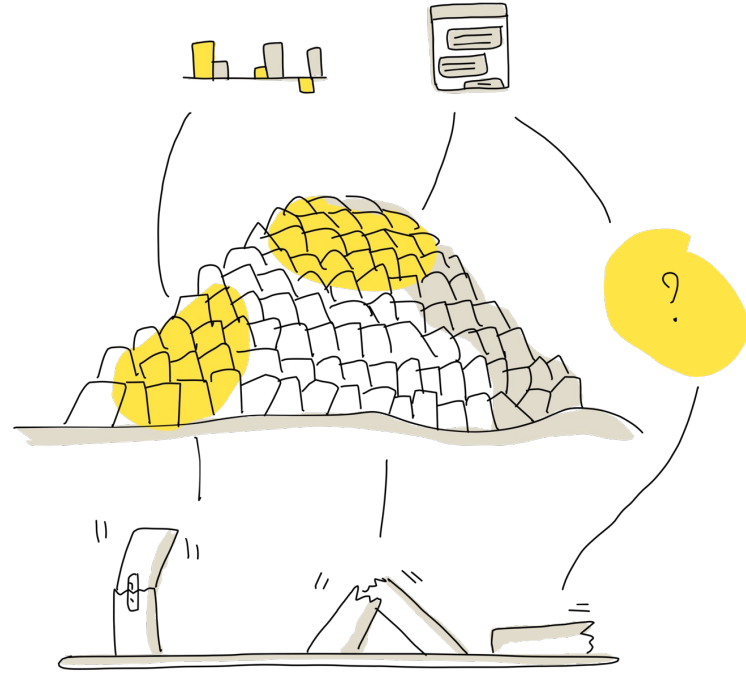
VALUE



DATA USE CASES

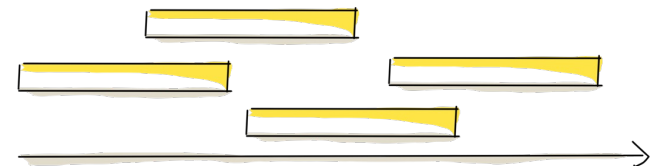
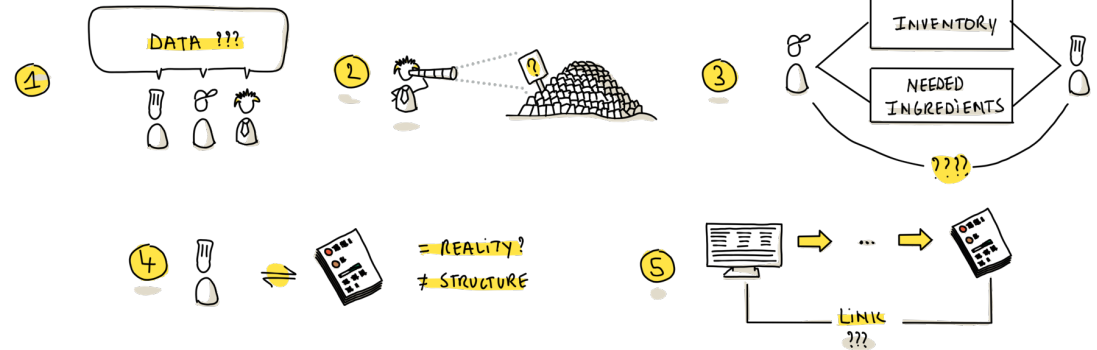
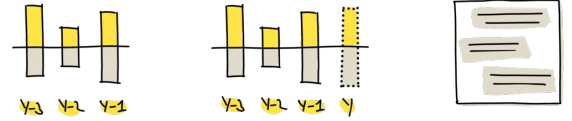
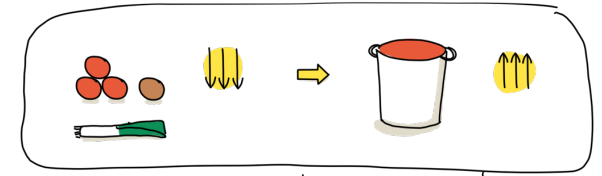
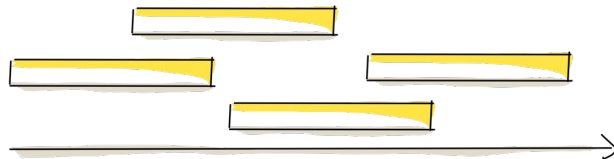


NEEDED DATA

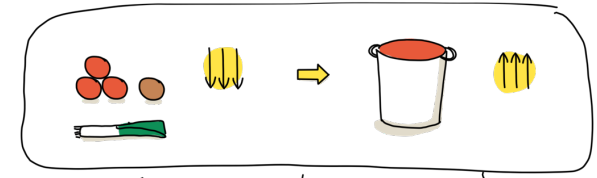


FOUNDATIONS
ASSESSMENT

IMPROVEMENT
TRACKS



VALUE

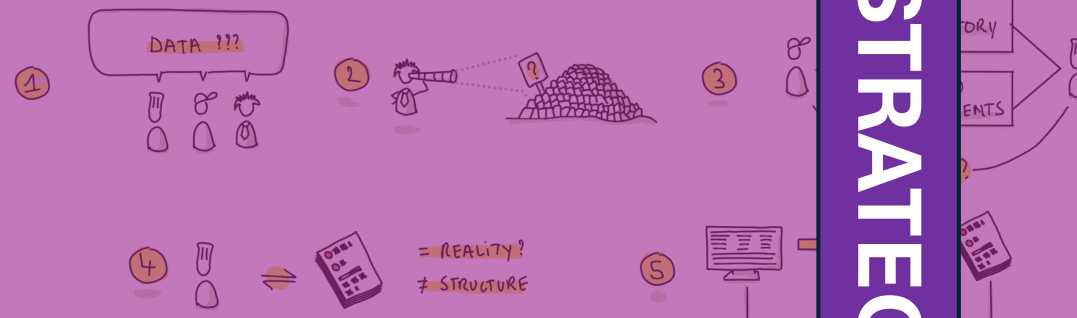
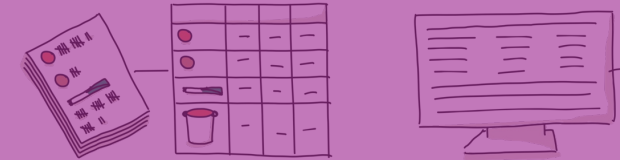
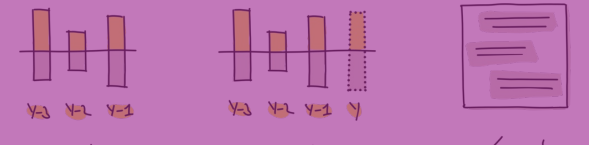
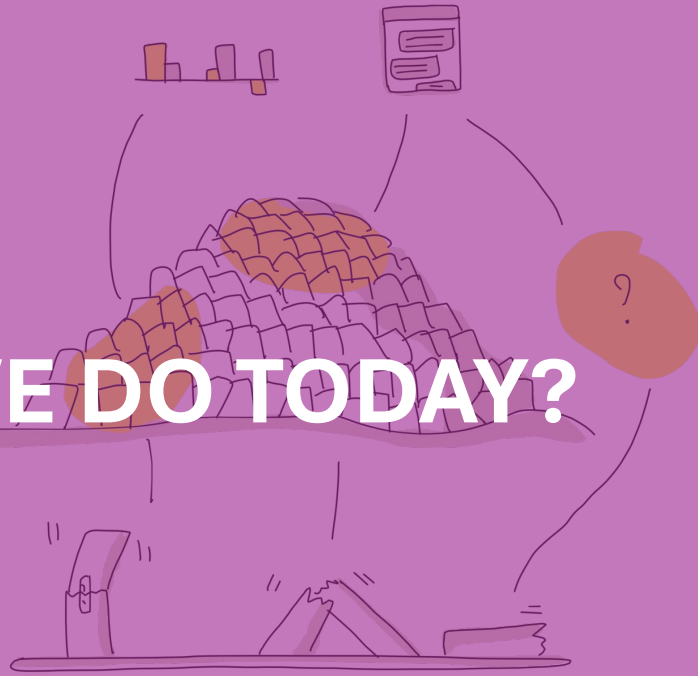


DATA USE CASES

NEEDED DATA

WHAT DO WE DO TODAY?

FOUNDATIONS
ASSESSMENT



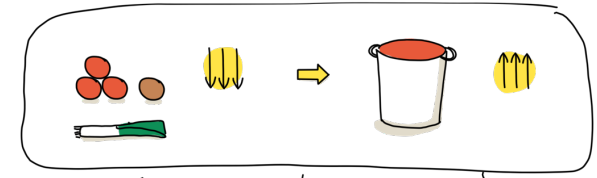
DATA STRATEGY

WHAT TO DO DIFFERENTLY IN THE FUTURE?

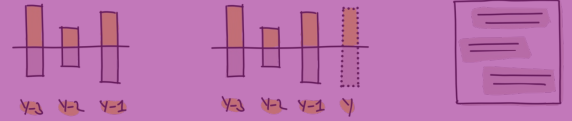
IMPLEMENTATION
TRACKS



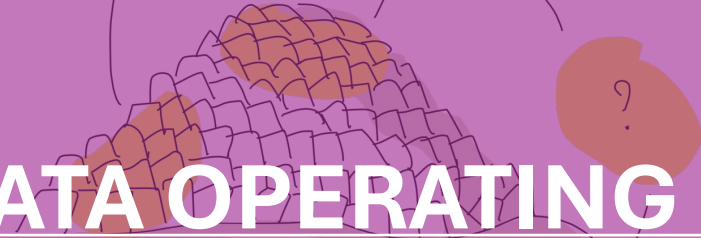
VALUE



DATA USE CASES

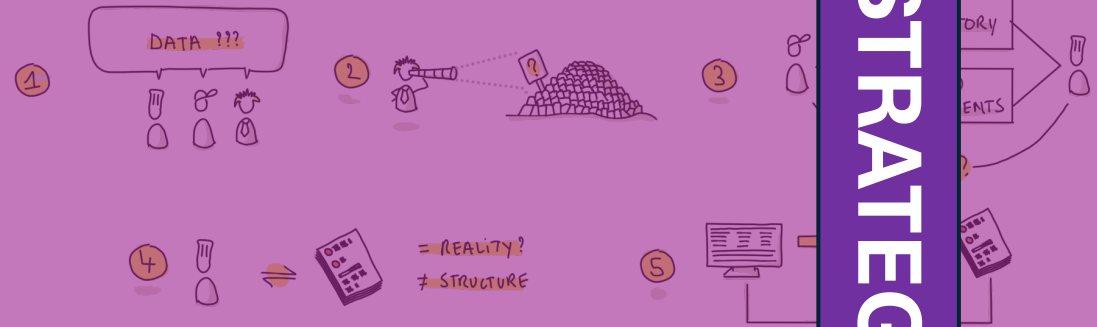


NEEDED DATA



CURRENT DATA OPERATING MODEL

FOUNDATIONS
ASSESSMENT



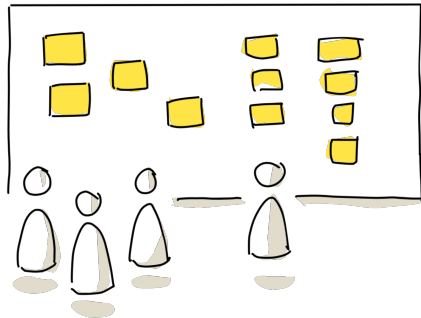
DATA STRATEGY

FUTURE DATA OPERATING MODEL

IMPROVED
TRACKS



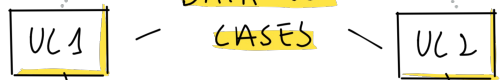
DEFINE A DATA STRATEGY



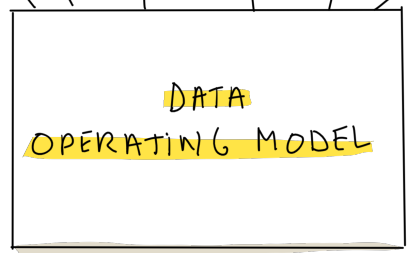
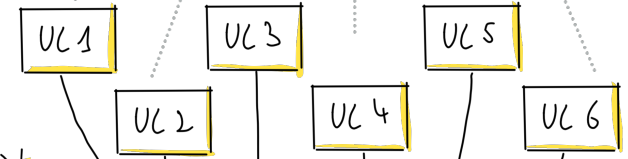
VALUE



DATA USE CASES

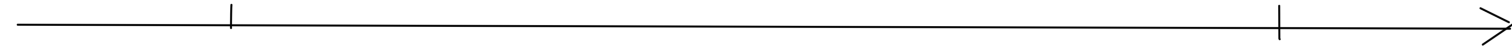


VALUE ↑↑↑

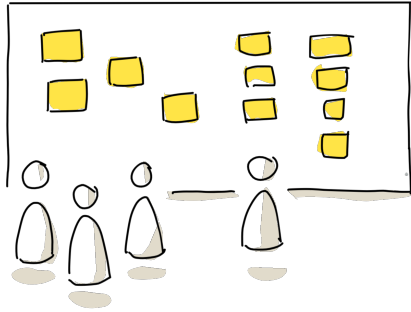


TODAY

LATER



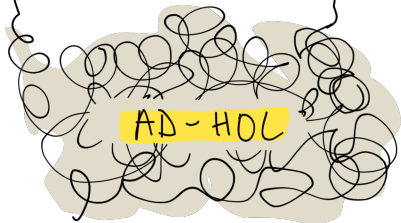
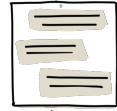
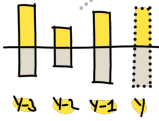
DEFINE A DATA STRATEGY



VALUE ↑↑↑

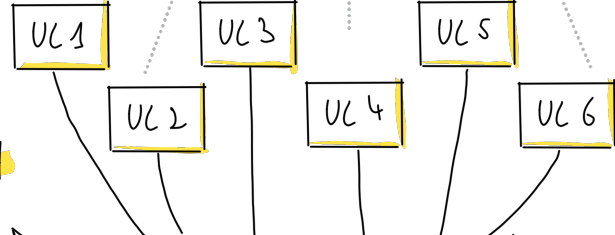


VALUE



DATA OPERATING MODEL

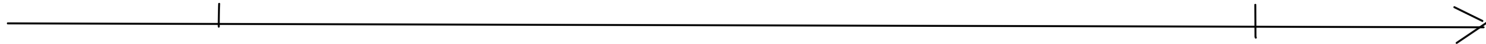
DATA STRATEGY EXECUTION



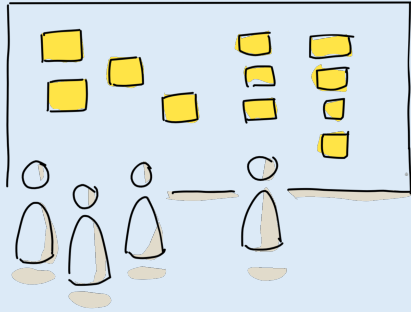
DATA OPERATING MODEL

TODAY

LATER



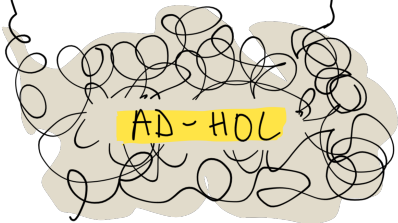
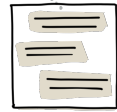
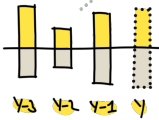
DEFINE A DATA STRATEGY



VALUE ↑↑↑

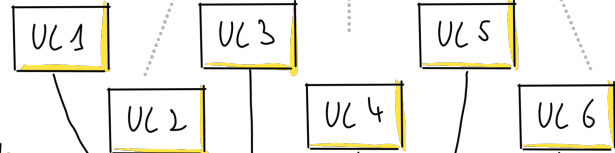


VALUE



DATA OPERATING MODEL

DATA STRATEGY EXECUTION



DATA OPERATING MODEL

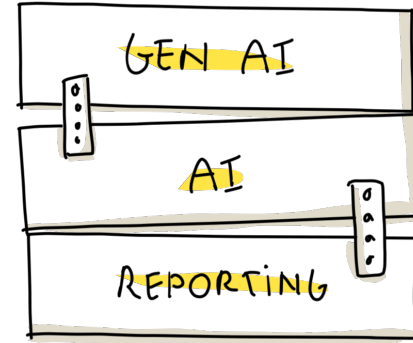
TODAY

LATER



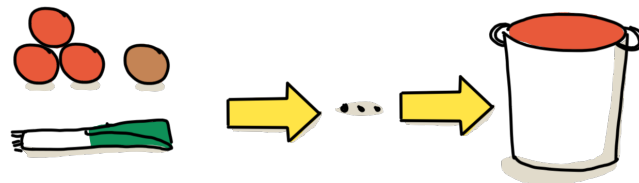
PEOPLE

DATA STRATEGY



TECHNOLOGY

PROCESS

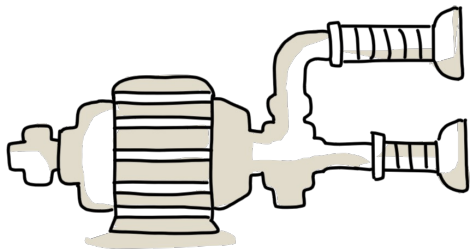


DATA STRATEGY

CAN MAXIMIZE

DATA TECHNOLOGY VALUE

TABLE OF CONTENTS



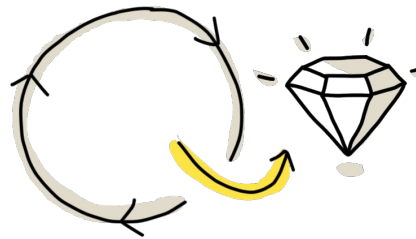
DATA
TECHNOLOGY



THE SOUP
FACTORY



WHY

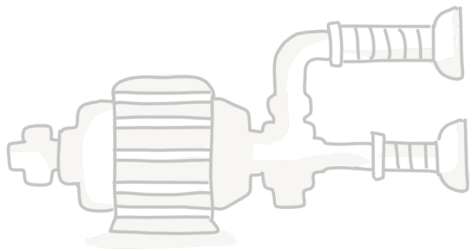


MAXIMIZE
VALUE



FROM THEORY
TO PRACTICE

TABLE OF CONTENTS



DATA
TECHNOLOGY



THE SOUP
FACTORY



WHY



MAXIMIZE
VALUE

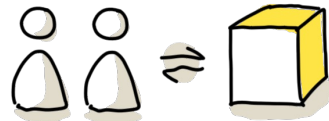


FROM THEORY
TO PRACTICE

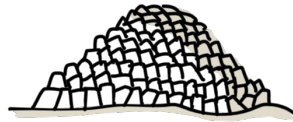
GOALS



USE CASES



DATA



ASSESSMENT



SOUP ↑
COST ↓

ELE REPORT

GOODS

LOW DATA LITERACY

DATA NOT LINKABLE

WAREHOUSE

NO DATA SKILLS

RECIPE

[Blank note icon]

NO DATA (ACCESS)

RECIPE IMPROVEMENT

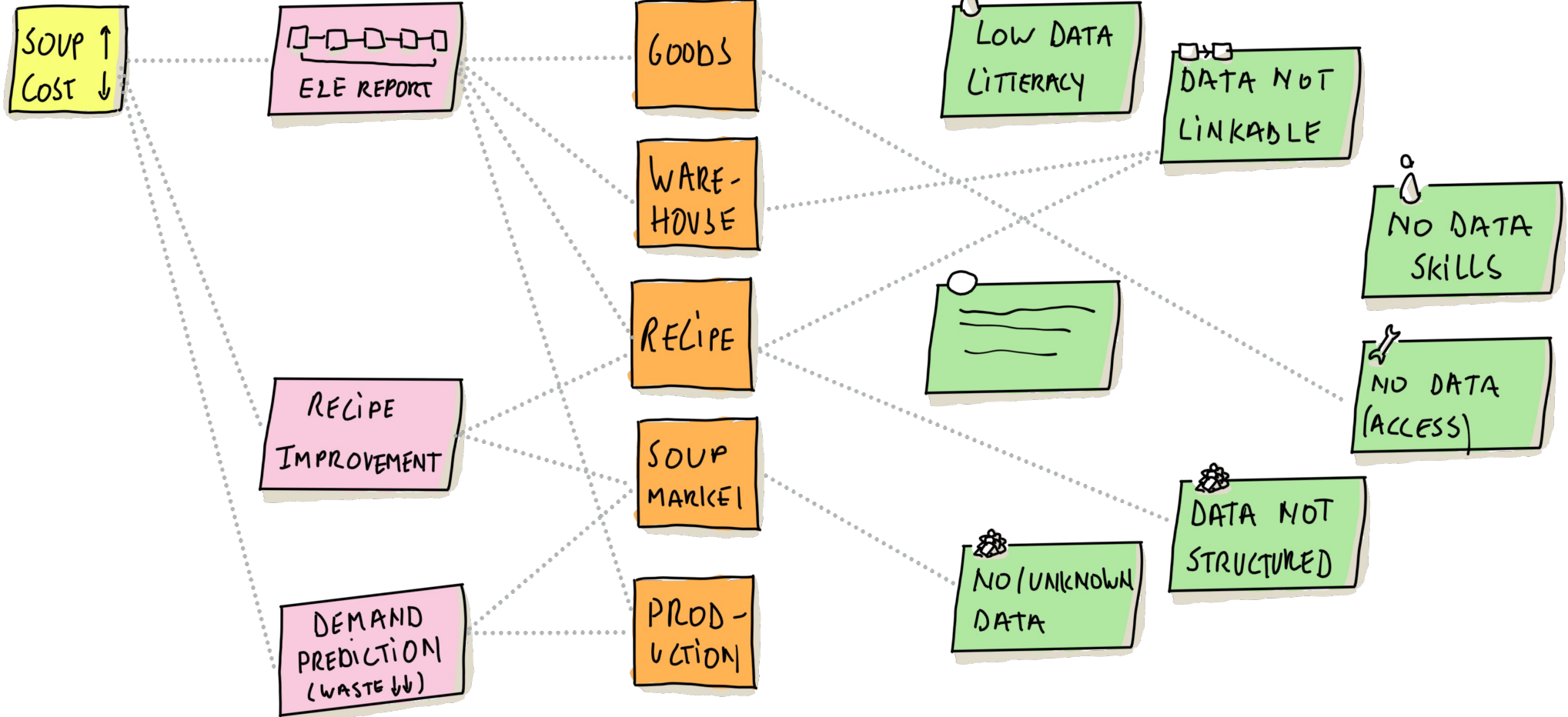
SOUP MARKET

DATA NOT STRUCTURED

DEMAND PREDICTION (WASTE ↓)

PRODUCTION

NO/UNKNOWN DATA



Subdivisie
in kaart brengen
(waar gaat ons
geld naar toe)

Kunnen bepalen
hoe we onze
middelen (efficiënt)
in zetten

Coöperatie

Payroll data

Loon-
verwerking

opladen &
verwerken
looninfo

Data

Connect

Inzicht verworven
in wat kost ons
geld en wat brengt
er op

Jaarlijk
rapportage

Facturen

generatie
uitgevoerde
facturen

verwerk
aankoop
en
verkoop-
facturen

Exact
Online

Sturing v/d
volledige organi-
satie op data
strategie / visie

Data organisatie
dashboard

Data gelezen
beslissingen

evaluatie
KPI's
werkings-
verslag

JAP
teams!

Payroll data

AV: Yes
AC: Yes, hoog -
Q: 80%
V: M
T: Eculpie (grote)
Ve: Maandlijks
C: GORE-guadig
vertrouwelijk

DK: +
ER: -/
P: -/
O: +

PO

PEOPLE
OR
ORG

Facturen

AV: Yes
AC: Yes, hoog
Q: 90% 50%
V: M/L
T: Data sets met
data (groot)
Ve: dagelijks
C: interne

DK: ++
ER: ++
P: +
O: +

PO

POL
-ROL

OPERATIONAL
POC

Data gelezen
beslissingen

AV: No
AC: No, niet bestaand
Q: -
V: S
T: Verslagen, JAP
(ongedeel)
Ve: per kwartaal
C: open

DK: -
ER: -
P: +/
O: -

MARKETING
= DRANKWIK

GENERAL

Breed draagvlak
Data v/wa (IT)

koppelen v/d
uitkomsten en
uitgaven
Wie - Waar?

Vereniging
rapport
"ontzetting"
+ verwachtingen

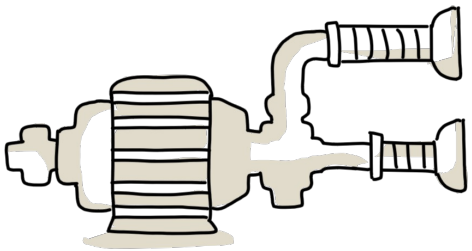
Beslissingsniveau's
oa. budgetten

opleidingsniveau
+ gebruiken v/d
dagelijkse
werking

bepalen van rollen
aan alle processen /
producten om
koppelen
zuiden rollen om
dvd te worden in
dit

draagvlak
structuur &
strategie

TABLE OF CONTENTS



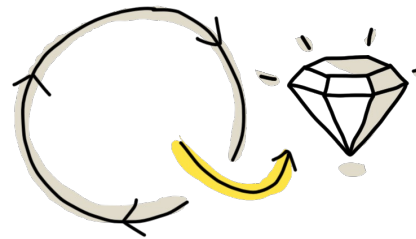
DATA
TECHNOLOGY



THE SOUP
FACTORY



WHY



MAXIMIZE
VALUE

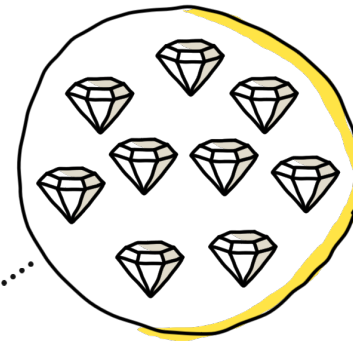


FROM THEORY
TO PRACTICE

THERE IS

ONE MORE THING!

THINK BIG



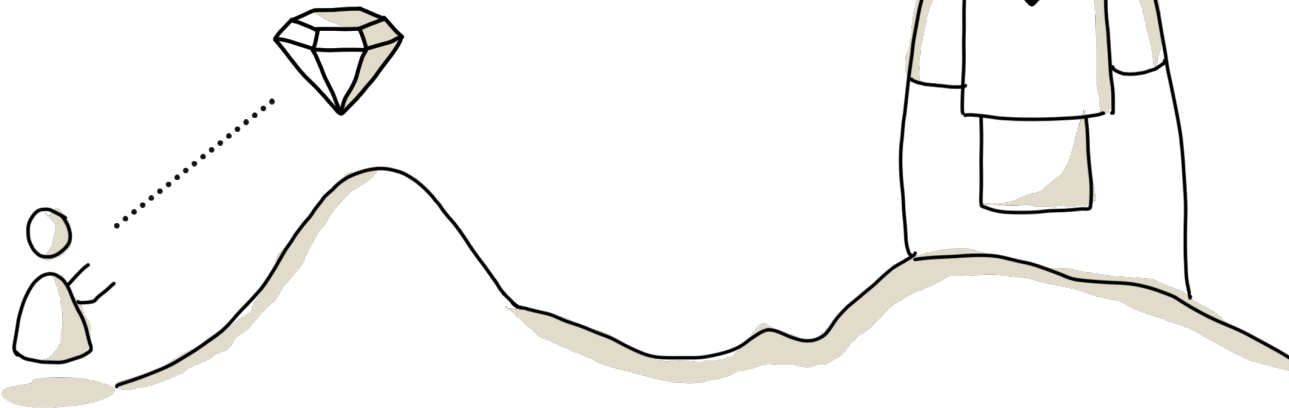
DREAM

MOONSHOT

NORTH-STAR

VISION

THINK SMALL





Moonshot Thinking

Leadership Strategies to improve the status quo exponentially by envisioning of what is possible in the Digital Future rather than improvement by micro-management.



ANTWERP, BELGIUM (EUROPE)

289 million tons of maritime freight traffic

48% / 52%
SAVANNAH ●

55% / 45%

46% / 54%

50% / 50%

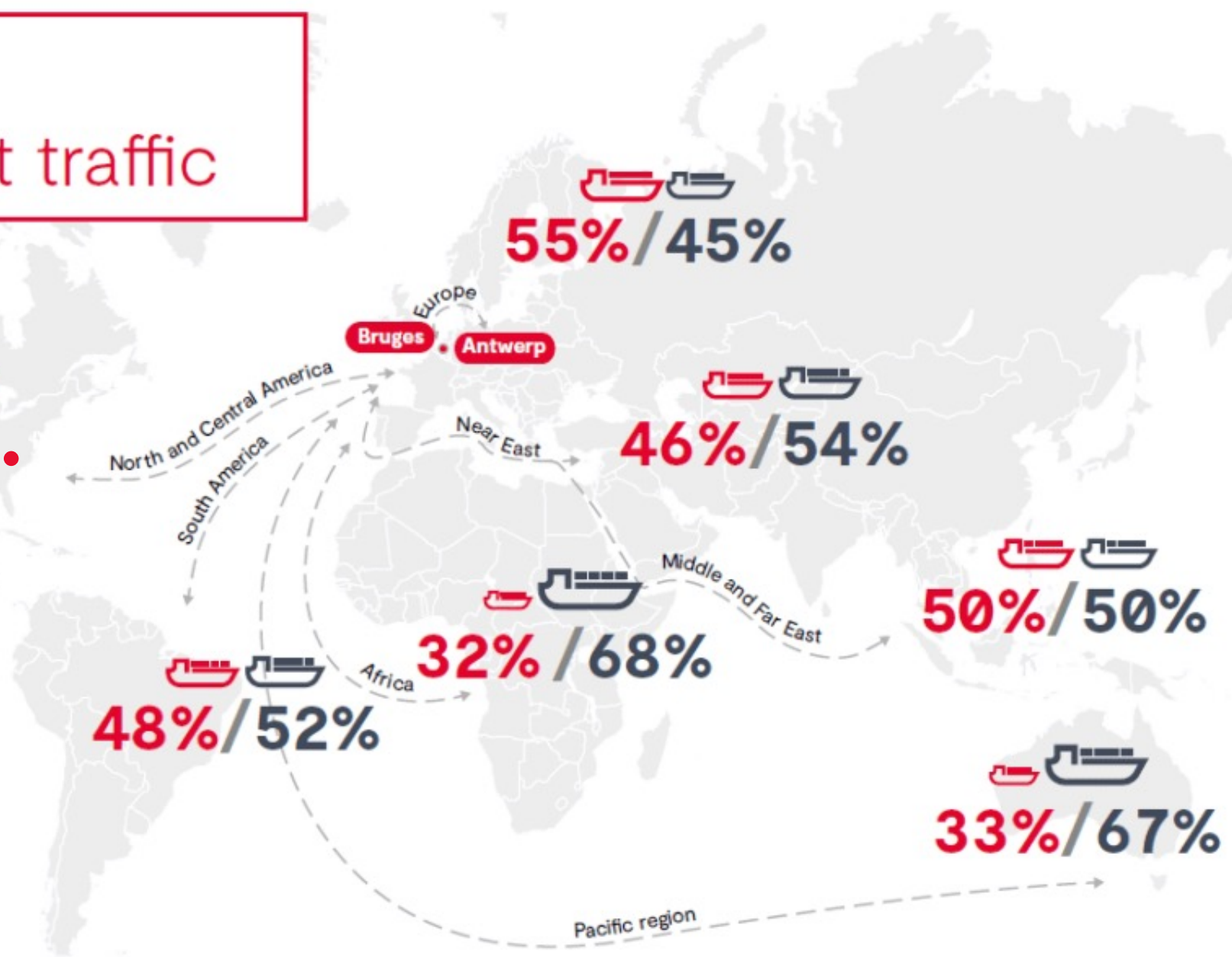
48% / 52%

33% / 67%

IMPORT/EXPORT (IN MILLION TONNES)

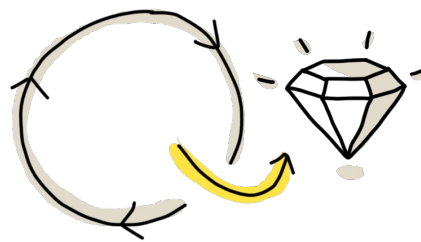
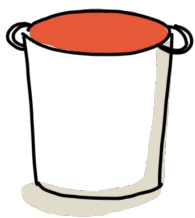
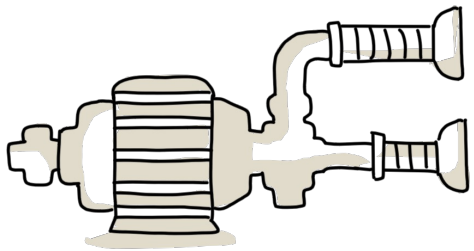
Destination	Import	Export	Total
Europe	67,5	55,3	122,8
Middle and Far East	24,4	24,2	48,6
North and Central America	19,5	21	40,5
Near East	13,7	16,2	29,9
Africa	9,6	20,1	29,7
South America	7,3	7,8	15,1
Pacific region	0,5	1	1,5

 Import  Export





THIS BRINGS US TO
MY CONCLUSIONS



DATA
TECHNOLOGY

THE SOUP
FACTORY

WHY

MAXIMIZE
VALUE

FROM THEORY
TO PRACTICE

MORE **DATA TECHNOLOGY**



MORE **BUSINESS VALUE**

STRONG
DATA FOUNDATIONS

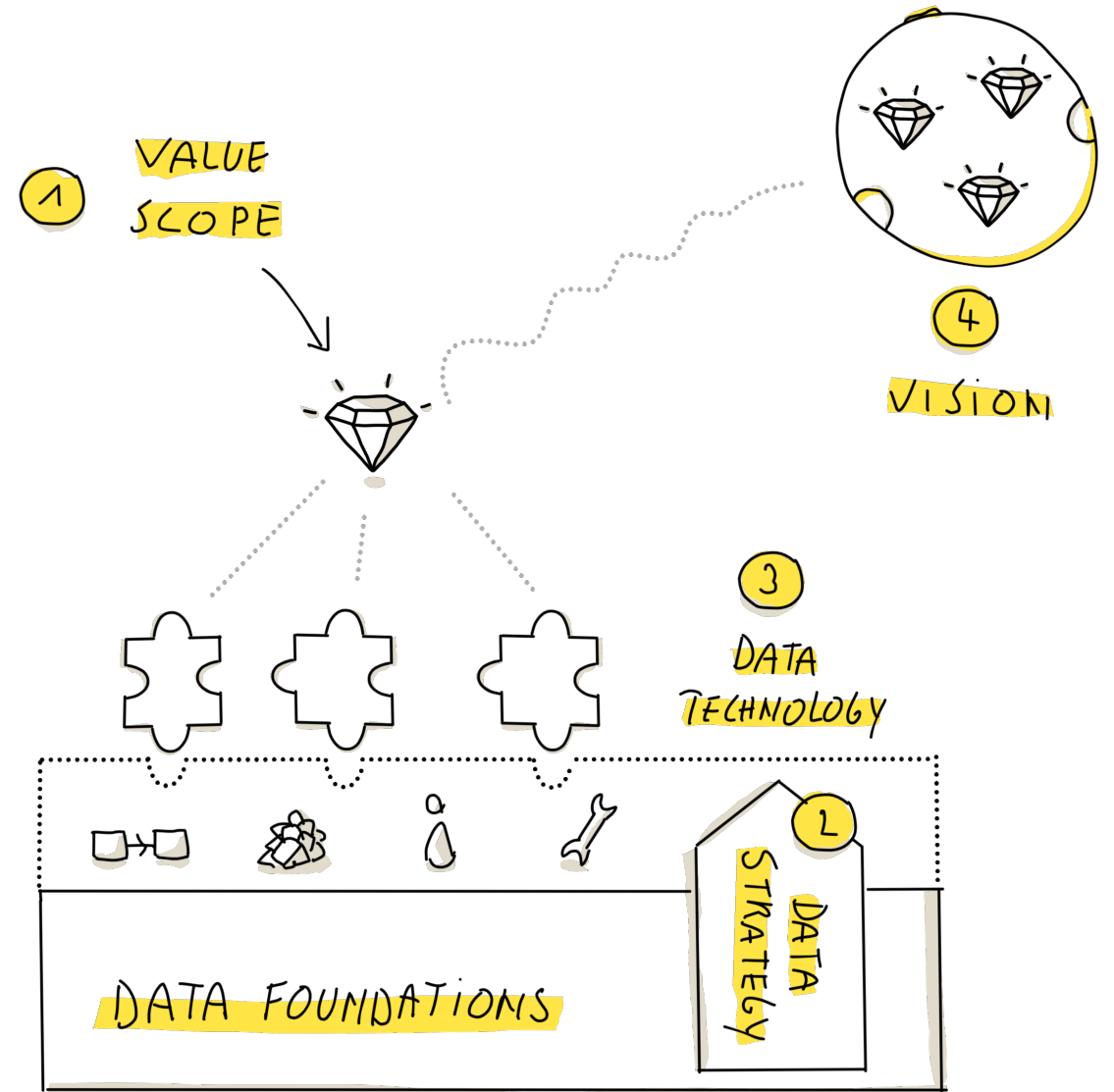


BASIS FOR MAXIMIZING
DATA TECHNOLOGY VALUE

DATA STRATEGY
CAN MAXIMIZE
DATA TECHNOLOGY VALUE

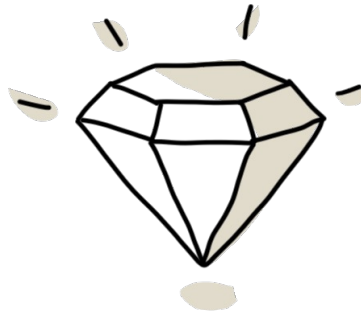
START WITH CLEAR
BUSINESS GOALS (1) TO
FOCUS YOUR **DATA
STRATEGY (2)**. THIS WILL
MAXIMIZE **TECHNOLOGY
ADOPTION (3)**.

AND DARE
TO DREAM (4)

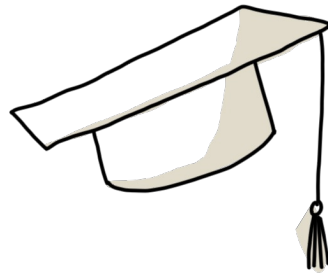




Jan Meskens



Data and AI Strategy
Consultant



Trainer, Coach and
Keynote Speaker in Data
Strategy and AI



Founder and Manager
of Sievax

Slides



Questions?



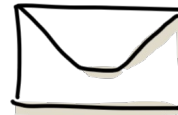
[linkedin.com/in/janmeskens](https://www.linkedin.com/in/janmeskens)



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jan@sievax.be